A Tip to Talking

Machine Men.

Our business in 44 note and 65 note automatic electric pianos during the past twelve months has

Quadrupled.

It's the best argument in the world that the Regal product is not only up-to-date in every respect and has made for us a long list of satisfied dealers and customers, but should also serve as a strong hint to those contemplating the adding of such a line.

Write for prices, terms and territory.

REGAL PIANO and PLAYER CO.

889-893 SOUTHERN BOULEVARD, NEW YORK CITY
Worth While
Old Meeting House Days

A

N orchestra selection of peculiar attraction, consisting of a medley of old-fashioned hymns of one hundred years ago. Reminiscent of a New England Sabbath morning in the old white meeting house when Phoebe and Hester, in poke bonnets and crinoline, sang in the choir beside Jonathan and Joel, with the old school-master leading the orchestra; and Ezekiel Adams, the village blacksmith, playing the bass viol.

How little we know in these modern times of the old New England Sabbath, beginning at sundown Saturday night, when all play ceased, and no work was done except such as was preparatory to getting ready to go to the meeting house in the morning! The best clothes were laid out, and, before putting the children to bed, the mother called the family together to drill them in the shorter catechism. And when Sunday morning came, how quiet it was! The clear sun and blue sky made the dew on the great green elms seem to sparkle brighter than ever. The hammer and anvil were still, and the mill was silent. Only the bees were at work as usual.

In listening to this record it takes but little imagination to see the old sexton tugging at the bell rope, the family groups coming up the village street to the old white meeting house, the high pews with their little doors, the hard wooden seats, the parson in the pulpit under the sounding board, the choir loft, and the young singers with the orchestra leading the congregation in singing these old hymns.

Musically, this record revives the past like a historical novel. The arrangement of the music is particularly sweet and harmonious, and in one section the bass clarinet, bassoon and flute produce tones like those of the celestial stop on an organ.

The quality of the INDIAN RECORD is the best argument why you should sell it.

<table>
<thead>
<tr>
<th>Disc Records</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>10-inch Disc Records</td>
<td>60 cents.</td>
</tr>
<tr>
<td>7-inch Disc Records</td>
<td>35 cents.</td>
</tr>
</tbody>
</table>

To try them is to buy them.

AMERICAN RECORD COMPANY,
Hawthorne, Sheble & Prescott, Sales Managers,
Springfield, Mass.
trade by reason of their putting out a strong drawing card, they chiefly exploit the German and affords great opportunities for enterprising singers. They have become acquainted through the talking machine record. For instance, Spanish songs will take well, and so will those of notable specialties.

PHOTOS OF LEADING RECORD SINGERS.

There are few dealers who doubt that a manufacturer now selling his wares under price agreement principles could sell more goods (and get just as much for them wholesale) if he should lay aside the price agreement? And who in the retail business under such a scheme? It must necessarily be the one who sells the article to the retail customer and gets the fair profit that the price agreement guarantees. Where there is no price maintaining agreement covering an article it is most often, if not always, sold by the store at a reduction in price that the dealer cannot meet. History proves that the price agreement has done more good for the legitimate talking machine dealer than anything else that has ever been discovered since price cutting became popular. Of course the benefit derived from such a scheme must be divided largely between the manufacturer and the retailer, with the greater gain by its protection.

RECENT INCORPORATIONS.

The United Multiphone Co., of Philadelphia, has been incorporated with the Secretary of the State of Delaware for the purpose of manufacturing, selling and dealing in all kinds of talking machines and supplies. The incorporators are: Alexander Stewart, marble dealer, and John Mael, druggist, all of Hamilton, Ont.

Vol. 2. No. 3.

Good Opportunities for American Talking Machine Manufacturers in Brazil Provided the Needs and Tastes of the People Are Respected—Something of the Leading Dealers and Trade Prospects Generally.

STEADY INCREASE IN ST. LOUIS.

The talking machine trade here during the month of March has been surprisingly good, and the growth during the last year is the outcome of the fact that we, the manufacturers now see the price agreement in an entirely different light and knows by practical demonstration that it is an instrument designed primarily for the good of the dealer, and that he is the greater gainer by its protection. As a matter of fact the manufacturer gets comparatively little benefit, except in so far as it prevents the wholesale cutting of prices which ultimately would destroy the reputation of his product that would otherwise be maintained.

New or ill-informed talking machine dealers, and even jobbers are wont to question the utility of the agreement exacted by the manufacturing companies owning basic inventions and process patents; in fact, a large percentage do not recognize a manufacturer's sole property. Many look upon it as being somewhat dictatorial or as a scheme of the strong manufacturer to coerce the dealer into doing something for the sole gain of the former. This feeling has almost disappeared, and the reputable dealer now sees the price agreement in an entirely different light and knows by practical demonstration that it is an instrument designed primarily for the good of the dealer, and that he is the greater gainer by its protection. As a matter of fact the manufacturer gets comparatively little benefit, except in so far as it prevents the wholesale cutting of prices which ultimately would destroy the reputation of his product that would otherwise be maintained.

VIRTUES OF THE PRICE AGREEMENT.

The Canadian Multiphone Co., of Hamilton, has received a charter entitling it to manufacture and deal in phonograph multitudes and musical instruments. It is capitalized at $200,000. The incorporators are: Eberneizer Marshall, John Alexander, Forrest Thomas, Alexander Stewart, marble dealer, and John Mael, druggist, all of Hamilton, Ont.

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Just What All Your Customers Are Looking For!

Sells at once on being heard, with BIG PROFIT TO YOU. Will help you sell more Disc Talking Machines and Records. It will revive the interest of thousands who have given up using them on account of the nuisance of changing the needle after each playing. Reduces the wear on the record and will play at least 500 times without changing.

Made in various tones, to suit all tastes: No. 1, Soft Tone; No. 2, Medium Tone; No. 3, Loud Tone. Retail Price, $1.00 each. Net Price to Dealers, 50c. each.

No. 4, Concert Tone. Retail Price, $5.00; Net Price to the Dealer, $2.50.

Send us $1.00 and we will mail you, postpaid, one sample each of Nos. 1, 2 and 3.

We furnish Artistic Signs and Literature to all Customers.

THE SYMPHONIC PHONE-NEEDLE CO.
1907 PARK AVENUE. NEW YORK CITY.
HE DID SOMETHING.

How the Wise Young College Graduate Came to Win Success in the Talking Machine Business—A Story Worth Reading.

Jones and I were sitting at the window of our club one evening, gazing down at the passing throng when Jack Raymond entered.

"Hello, Taylor, this is a surprise!" he cried. "I really believe I have not set eyes on you since our college days. How are you?" He came forward smiling, with gloved hand outstretched.

I introduced him to my friend Jones, and we were all soon chatting gayly. When men come together they invariably talk shop, and we were no exception to the rule.

"By the way, Jack," I asked during a lull in our conversation, "what are you doing now?"

"My dear boy, I'm in the talking-machine business, and, what's more, I'm making money. Pass our conversation, "what are you doing now?"

"Certainly; I have a great interest in the theatre, advertise them judiciously, the selection from the Elite Theatre, fitted specially, is being recognized as an expert in the line, is now the super-sensitive people who are being recognized as an expert in the line, is now an awe-struck voice, "that selection must be worth a mint, judging from the name. It has increased other dealers' business from 10 to 30 per cent.

He gave a half-smile, his eyes reflecting the light from the window, "That is a great success, and, what's more, I'm making money. Pass our conversation, "what are you doing now?"

"Certainly; I have a great interest in the theatre, advertise them judiciously, the selection from the Elite Theatre, fitted specially, is being recognized as an expert in the line, is now the super-sensitive people who are being recognized as an expert in the line, is now an awe-struck voice, "that selection must be worth a mint, judging from the name. It has increased other dealers' business from 10 to 30 per cent.

"I was listening intently, what you do, but do something." Well, I did something; I rented a little store down on Baltic avenue in a good residential district, and just around the corner from the Elite Theatre, fitted it up attractively, and made money. Why, gentlemen, A high-class Victor instrument was sold to a wealthy Cincinnati man for use on his yacht during a recent bridal trip and will accompany him and his bride to the polar regions this summer on a hunting tour. A number of Victor machines are being sold through the plan known as the "One Man Band," which is the addition of a drum to be used with the machine, and records for dancing and rag time music. Twenty-five of these combinations have been sold locally since they were introduced at a recent concert in the Wurlitzer store.

P. Long, who opened the record making department for the United Hebrew Disc & Cylinder Co., being recognized as an expert in the line, is now in charge of the "masters" at the plant of the Leeds & Curtis Co., Middletown, Conn.

PROOF

That Double Service Will Increase YOUR Business

E. R. GUTHRIE

Bicycles, Phonographs

1404 O STREET

International Correspondence Schools

Scranton, Pa.

Gentlemen:

Replying to yours of 5th inst. regarding my success in selling the L. C. S. Language Outfits will say, there is no other phase of the Phonograph business that has appealed to me as this language system does. The sales are naturally with the more well-to-do people and there is no question of installations to contend with. One can approach the most exclusive people with this language proposition and be sure of a respectful and interested hearing. By exercising a little judgment in selecting the people to be approached with the dealer will find almost half of them will become good "prospects." The super-sensitive people who have always said they would not have a phonograph in the house fall right into line and enlarge the field for phonograph sales by a large proportion. A "demonstration" for a prospective customer usually consists in playing one record and having a quiet chat. Occasionally one who has already acquired a literary knowledge of a language asks for one of the advanced lessons to be run. Contrast this with playing "rag-time" for an hour for a lot of gigglers who buy one or two records and the dealer who tries it will simply become a devotee to the Language Outfit sales. Nearly every one he shows it to can tell him of some friend who will be interested also.

Yours truly,

E. R. Guthrie

It has increased other dealers' business from 10 to 30 per cent. To find out what it will do for your business, write to-day to Box 918 Scranton, Pa.
PRACTICAL SUGGESTIONS AND COMMENTS.

REGARDING INTRODUCTORY SPEECH.

J. H. Lepper, talking machine dealer of Mason City, Ia., writes as follows: "I would like to have as a rule any one who makes a standard tone of the Edison records, printed in the center, it is sufficient. Let us hear from you and settle this matter."

ABOUT SPEECH REGULATION.

P. M. Barnes, of Elm City, Neb., writes the World as follows: "It may be of interest to your readers to learn of my speed method. I have long asked the Edison people to put out a record with a given note on some that might be used in union to a key pipe to obtain correct answers a very good purpose owing to the record are less than half as long as the 7-inch size. As I have already stated, the lower the speed of the return vibration of the diaphragm, the nearer the center of the record, and the nearer the center the selection is materially lengthened. I do not wish it understood that I do not appreciate that the announcement in disc records an equalizing method as phonographs, by the cutting of longer selections is a more per-

To the statement he makes that blast is always a defect of the record for which the reproductions are not in the least responsible. I have found that where a diaphragm is too slow, it will cause the needle to leave the track of the record, and produce a blast also. This is the case when the speed of the return vibration of the diaphragm is not sufficient to hold jewel to the record, in effect it's the same as the track broken in the record.

TONE QUALITY IN DISC RECORDS.

Wm. F. Hunt, the progressive dealer, and always a friend of Wm. F. Hunt, of Waunata, Ind., writes: "I wish to say that some of his arguments appear to be practical as well as logical. He, however, takes the opposite stand to Arthur C. Mestraud, as I do not get a natural reproduction at any rate. The making of longer selections is a more per-

MATERIAL FOR DIAPHRAGMS.

In regard to Mr. Seymour's article in last month's issue on material for diaphragms, Wm. F. Hunt, of Waunata, Ind., writes: "I wish to say that some of his arguments appear to be practical as well as logical. He, however, takes the opposite stand to Arthur C. Mestraud, as I do not get a natural reproduction at any rate. The making of longer selections is a more per-

THE MAKING OF LOUDER.

To your readers who would like to make their records louder, I give the following method which will produce results: Remove vibrating point and take off all stone, using jack knife. I have a diaphragm of this kind and use it very little noticed. We are authoritatively informed that the phonograph was a machine that indented its records in an acid bath. The gramophone etched its records on metal foil. The true phonograph or the true gramophone no longer exists, but all the other names will be 'written' by a vibrating point on a suitable material, and the same series of sounds reproduced by another point traveling over the inscriptions (although the selection is materially lengthened). I think them really marvelous, but it must be admitted that perfection is yet out of the question. Time alone will bring about the desired results."

TALKING MACHINE Nomenclature.

The Talking Machine World calls our attention to an article which recently appeared in a London paper, called "The Bazan," and which has been reproduced in some series with his article. The selection is materially lengthened, and it is doubly increased. The phonograph was a machine that indented its records in an acid bath. The gramophone etched its records on metal foil. The true phonograph or the true gramophone no longer exists, but all the other names will be 'written' by a vibrating point on a suitable material, and the same series of sounds reproduced by another point traveling over the inscriptions (although the selection is materially lengthened). I think them really marvelous, but it must be admitted that perfection is yet out of the question. Time alone will bring about the desired results."

THE EDITOR'S COMMENTS.

Without comment, I ask your attention to the above, which is open to correction in some respects, we are authoritative informed that the world graphophone first used by Emil Berliner in 1887 was a phonograph, from which many other names makers may give them," and asks for information as to whether this is so. Before going into this matter it will be best to quote the story reprinted as follows: "The graphophone was invented by a Mr. H. E. Berliner, of Washington, to illustrate the practical use of Professor Bell's discovery that the vibrations of sound could be 'written' by a vibrating point on a suitable material, and the same series of sounds reproduced by another point traveling over the inscriptions (although the selection is materially lengthened). I think them really marvelous, but it must be admitted that perfection is yet out of the question. Time alone will bring about the desired results."

THE TALKING MACHINE WORLD.
Sell the Victor on easy payments

There's more money for you in selling the Victor on instalments than in making cash sales. Lots of good people, who would be scared off by a cash transaction, are open to an easy-payment plan, and many dealers have already found out that this plan works out to their own advantage and runs up the sales of both Victor Talking Machines and Records.

They sell more Victors to begin with and they have an opportunity to sell Victor Records every time their customers come in to pay another instalment. It gives dealers an opening to talk about the new Victor Records that are issued every month, results in a large number of additional sales and the dealers are just so much more money in pocket.

The easy-payment plan makes selling easier and keeps the people in touch with your store without the least effort on your part. It gives you a good hold on their entire trade.

It's a great opportunity. All dealers should make use of it.

Victor Talking Machine Company
Camden, N. J.

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

Atlantic City, N. J. ............ T. B. C. 
Baltimore, Md. .......... Armstren's Bargain House. 
Barnesville, O. .......... E. F. Douglass & Sons Co. 
Boston, Mass. .......... Oliver Bacon Co. 
B overdose, Conn. ......... E. S. Collin & Co. 
Boulder, O. .......... The Klein & Heffelman Co. 
Buffalo, N. Y. .......... John & Barringer Co. 
Burlington, Vt. .......... Chas. C. Adams & Co. 
Charlotte, N. C. .......... Colburn & Sayle. 
Cincinnati, O. .......... The Raphael Worthington Co. 
Columbus, O. .......... O. H. E. & C. Pratt Co. 
Dallas, Tex. .......... The Perry & Whitel Co. 
Dayton, O. .......... The John & Fruehler Co. 
Denver, Cola. .......... Knight-Goodall Music Co. 
Des Moines, Iowa .......... E. H. T. & Son. 
Hartford, O. .......... C. A. & C. Marks. 
Kansas City, Mo. .......... C. G. & L. & Sons Co. 
Milwaukee, Wis. .......... The Boston Store. 
Montreal, Canada .......... The Berliner Graphophone Co., Ltd. 
New York, N. Y. .......... The Berliner Graphophone Co., Ltd. 
New Haven, Conn. .......... Henry Horton. 
New Rochelle, N. Y. .......... The Berliner Graphophone Co., Ltd. 
Providence, R. I. .......... Loring & Wiegand. 
Salt Lake City, Utah .......... The Central & Arizona Music Co. 
Toledo, O. .......... The Hayes Music Co. 
development of the talking machine art as differential applications only, and are adhered to at the present time. The word gramophone is seldom heard in the trade here. It is occasion- ily found in court discussions and lay maga- zines and newspaper articles in speaking of talk- ing machines in general, but with no special sig- nificance.

REPRODUCER FOR CYLINDER MACHINES.

Another step toward perfection in sound repro- duction will be reached when a new reproducer for cylinder machines will be placed on the market in a few months. This reproducer carries a diaphragm two inches in diameter, and by a clever arrangement of very small pulleys and levers the sound from both sides of the dia- phragm is collected and sent into the horn.

One who has heard the device says: "It is estimated that the volume given in this way is five times greater than that obtainable from the average good cylinder talking-machine repro- ducer, while the depth of tone, natural sound and positive clearness is surprising." The base of this reproducer is so arranged as to fit all the leading makes of cylinder machines, and is the invention of Arthur C. Mestraud, who seems bent on keeping pace with "these times of push and progress.

THAT RECORD CATALOGUE.

In answer to several inquiries, we may say that James I. Lyons, 191 East Van Buren street, Chi- cago, is the publisher of a complete alphabetically arranged list of all makes of records. This is some- thing that should be invaluable to every talking- machine dealer.

TALKING MACHINES IN HONDURAS.

Excellent Chances in That Country for an In- creased Sale of Talking Machines and Sup- plies of All Kinds.

The prosperous state of trade in Honduras has caused an increased demand for talking ma- chines of various kinds. Many of the small country stores are purchasing talking machines for the amusement of their patrons. Now that talking machines are becoming so well known and liked the demand for first-class high-priced instruments is increasing. Many persons are sell- ing the cheaper machines originally purchased to buy those of a better grade. The outlook in Honduras for an increased sale of talking ma- chines is very encouraging, and for their sale all Spanish-America offers a most attractive mar- ket, one that should receive particular attention.

AN ANCIENT PHONOGRAPH.

Invented and Made Some Thirty Years Ago by Stephen G. Cree, of Wheelock, Vt.—Worked in Secret Until He Found He Had Been An- ticipated by Edison and Then Placed It on the Shelf—Some Reminiscences.

Stephen G. Cree, the veteran Town Clerk of Wheelock, Vt., has a rare curiosity in his pos- session in the form of a phonograph which he made thirty years ago. That Mr. Cree's talking machine is as old as he claims is evidenced by the fact that there are scores of men in the lit- tle town of Wheelock to-day who can place the time they first saw and heard the wonderful machine by the class they were in at the district school when the owner gave them an exhibition which made their eyes stick out in amazement.

No one at the school, whether teacher or scholar, could conceive how it was that the machine could record a conversation and then reproduce it.

The natives of the village were equally as inclined to believe that the voice came from the spirit land. To convince them that the con- versation was simply a reproduction of Mr. Cree's voice was impossible until they themselves spoke through the transmitter while Mr. Cree turned the crank and then heard what they had said.

The principle is about the same as Edison's first and crude phonograph, but the cylinder is driven by a hand crank. A regulator, too, is at-

$25 REWARD

for any Brass or B. & G. Talking Machine Horn from which Cleapol Waterproof Metal Polish will not remove all Tarnish, Spots, Fly Specks, etc., giving it a lasting mirror lustre.

NOTE—All horns treated once with this polish can be kept in perfect condition always by using the Cleapol Chamois Skin.

¶ Special discount now being given to jobbers and dealers.

¶ Write for samples and price list.

THE CLEAPOL CO.

288 Springfield Ave. - - - - - - NEWARK, N. J.
TWENTIETH CENTURY GRAPHOPHONE

An Orchestra in Itself!

The Twentieth Century Graphophone Is Absolutely New In Principle and Excels All Others

The impetus this marvelous machine gives to the
SALE OF CYLINDER RECORDS is enormous.

Mr. DEALER:
You have Records to sell; the Twentieth Century Graphophone will make them go like hot cakes!

Uses the Regular Cylinder Records—all makes—as well as the New
COLUMBIA TWENTIETH CENTURY CYLINDERS—half a foot long; 50 cents each.

Retail Price for Twentieth Century Graphophone, $100. Liberal Discounts to the Trade.

The Columbia Phonograph Co., Gentlemen:

Through our Mr. Barrell we learn that you have kindly donated one of your "20th Century" Machines for the use of our agents, The Hall Co., on "Sunshine Day," and we simply want to assure you that this courtesy on your part is thoroughly appreciated. We are thoroughly familiar with this Twentieth Century Machine, inasmuch as your people furnished one for our use on a train-load of paint we shipped from Chicago to Duluth sometime ago. We made a daylight run and stopped at various towns along the way, giving concerts and distributing souvenirs, and we want to say right here that the Twentieth Century Machine made a great hit all along the line.

With best wishes, we are,
Yours very truly,

HEATH & MILLIGAN MPG C
Manager Sales Department.

"Put a Little SUNSHINE in Your Home."

COLUMBIA PHONOGRAPH COMPANY, GEN'L

CREATORS OF THE TALKING MACHINE INDUSTRY
Owners of the Fundamental Patents Largest Manufacturers in the World

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

Cut out and send the ATTACHED COUPON to-day!
NEOPHONE DIRECTOR IN TOWN.

A. W. Cameron is Here to Examine the Trade Situation—Has Opened Temporary Quarters—It is Said a Company May Be Formed Here to Manufacture Neophone Specialties.

A. W. Cameron, managing director of The Neophone, Limited, London, England, recently arrived in New York, to look over the situation here, owing to the numerous inquiries which have reached them from this country for Neophone specialties. As a result of the inquiries it has been decided to manufacture the Neophone disc phonograph in this country, and a company will probably be organized for the purpose of developing the business within a very short time. The Neophone is the invention of Dr. Michanis, and is protected by patents not only in the United States but in every country throughout the world. The present company was organized in London in September, 1905, and has developed the business within a very short time. The Neophone ambassador, is a talking machine man "from the ground up," so to speak. He has studied the situation in all the leading countries in the world, and is not only a keen, progressive business man, but a gentleman of pleasing personality, who is desirous of making many friends. He is quite enthusiastic over his visit to New York, and is confident that the great success achieved by the Neophone, Ltd., in foreign countries will be duplicated in the United States as soon as the merits of their goods become more widely known.

ARE "TALKERS" MUSIC?

Judge Walker Asked to Grant an Injunction Restraining the Talking Machine Used in Public Parlors.

(Special to The Talking Machine World.)

Chicago, Ill., April 6, 1906.

In a bill presented at one phonograph owner admitted it was beyond the ability of the layman to tell whether phonographic reproductions were music or just a general disturbance. This is not the first admission of the kind.

The statement was made when Carl Leammle, president of the Nickel Amusement Co., petitioned for an injunction restraining the city. The contention was that if the reproductions were a nuisance—and in this case a public one—the city might have power to suppress the concern operating at 592 Milwaukee avenue.

Judge Walker, after hearing the representation, said he would hear both sides before granting an injunction.

The attorneys made the mild request that until the question is determined, the mayor, chief of police, and all the residents from closing or interfering with the theater, which is daily surrounded by hundreds of residents of the northwest side.

DEPENDS ON THE RECORD.

It is a moot point whether the talking machine vulgarizes or helps to popularize a song or piece of music. It is probably due to the apparatus when a good singer's voice is reproduced gracefully, and due to a bad machine when the singer's voice is unsatisfactory. Our own opinion is that the talking machine is a distinctly valuable invention, with infinite possibilities. We have heard the rendering of certain songs by certain singers, by means of a reproducing instrument which opportunities have not been afforded us to hear at first hand.

BLEFFED THE BURGLARS.

How a Self-Confident Young Lady Utilized the Talking Machine to Scare Burglars in a Most Effective Fashion.

The last utilization of the talking machine is certainly novel and shows its possibilities in an entirely new light. For instance, the mistress of a home was alone in her parlor when she was startled into that sort of stillness through which the sound of one's heart beats assails one's ear with the debilitating effect of drum beats. She heard soft footfalls on the floor above, and knew that she was at the mercy of burglars. She heard one of them ascending the stairs and the stairs were already paralyzed with terror.

Out of her feminine consciousness came an inspiration. She knew the record of an aria from a grand opera was ready to burst into song. She turned on the vocal calesthenics, and after a piercing preliminary shriek or two the voice of a Nardie or Fremstad or Saiachi bounded from its lowest depths to its highest altitude and cut through the tiny room around the sound height that assailed the high ceiling of the parlor and spouted the heel wings of Hermes from burglarial feet.

No husky "Who's there?" No quavering help for would have operated to scare a few burglars out of a house occupied by one woman, the talking machine did for these nerves, however. The unexpected happened to them: they took refuge in flight and were well down the back alley before they realized that they had been bluff by the imitation of prima donna's vocal abilities.

It is well that the great stars in the musical firmament do not disdain the phonograph. It is well that the song of a Calve or a Caruso can be carried into the mountain hut of a dweller far away from the noise of a railroad or the possibility of grand opera in town. The talking machine brings pleasure with it, and it has been shown that it has safety in its records.

It was much more effective, in this case, than many a policeman has been in like instances.

THE EDISON LIKED IN IRELAND.

The Belfast Evening Telegraph of recent date, under the caption, "A Score for Belfast," said: "From last copy of an important American trade journal (The Talking Machine World), we observe that during the four weeks ending January 22, New York to the British Isles, and 20 packages beyond the aggregate shipments to all other ports in the British Isles (exclusive of London), Mr. T. Edens Osborne, of 4 Donegall Square, West, to whom the Belfast shipments were exclusively made, may be accordingly congratulated."
EDISON BUSINESS PHONOGRAPH.

Displayed With Great Success at the Office Appliance Show in Chicago—Some Special Features of Excellence That Commanded Attention—Those in Attendance.

(Special to The Talking Machine World.) Chicago, Ill., April 9, 1906.

The office appliance show held in this city marked the first public demonstration in Chicago of the business phonograph of the National Phonograph Co. It was coincident with the formal opening of the business phonograph department, assisted by Geo. B. Walker and a competent staff. Nelson C. Durand, who is the general manager of the Edison business phonograph, has been getting the new branch in full working order, was also in attendance.

The feature by which mistakes are caught is very ingenious. There is a scale similar to that on a typewriter on the phonograph. A reproduction of this scale appears on the leaves of a pad furnished with the machine. If under the old regime the dictator made a mistake the typewriter operator would get the error down, no matter how hard her employer might correct it in the next breath. Now, with this scale arrangement, when the dictator finds he has made a mistake he stops the machine, notes at what point on the scale the error commences, and then on a similarly point on the scale on the pad marks "M" for mistake. The operator has the memorandum before her, and when the point indicated stops until she has heard the error, emits it and commences with the correction. Another feature of the Edison machine is the new combination reproducer and recorder.

In charge of the exhibit was C. L. Hibbard, manager of the Chicago branch of the Edison business phonograph, assisted by Geo. B. Walker and a competent staff. Nelson C. Durand, who is the general manager of the Edison business phonograph, who has been getting the new branch in full working order, was also in attendance.

THE THOMPSON MODIFIER

PERFECTION AT LAST

A Modifier That Really Modifies

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

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

MADE OF BRASS, NICKEL PLATED, PRICE, $1.00

The GRAPHOPHONE MODIFIER CO.

279 STATE STREET, CHICAGO
THE MONTHS HAPPENINGS IN PHILADELPHIA.

Large Demand for Machines by Secret Societies, Sunday Schools, Etc.—Proofs of "Talker"
How Success Is Achieved—Lewis Talking Machine Co.
Still Expanding—Recent Visitors—Chat With T. R. Goodwin, Penn Phonograph Co.'s Publicity Plans—The Hutchinson Acoustic Co.

(Official to The Talking Machine World.)


In the face of inclement weather good business was the rule for the month of March in local talking-machine circles, according to reports of dealers and others. So far April promises to continue this rule, and beyond doubt the trade is sure to show a marked increase and prosper. All of which must be pleasing to those who went in "on the ground floor."

Among prominent visitors at the Victoria Co.'s establishment the past month were Signor Alfred Sacco and Dr. Antonio Ferraro, of Missou & Co., large importers in the Mediterranean trade, with headquarters at Naples, Italy. They were duly entertained and expressed appreciation of the commercial multiplicity of the Victoria Co. in a trade chat, T. R. Goodwin, manager of the Columbia Phonograph Co.'s Camden, N. J., branch, said: "We carry here everything the Columbia people make—have a full catalogue. It is a regular Columbia store, and we carry only the company's products. We are doing a tremendous instalment business; week before last on two successive days we put out outfits worth $250,000 apiece. Yes, we advertise in the local newspapers, and have received good returns. We ran a special sale ad., and it makes a hit. Our business is increasing every month. Outside of December, March was one of the best business months we have had, and April is most satisfactory. This office has jurisdiction over New Jersey south of Riverside. We employ canvassers, give demonstrations, mail our patrons latest lists of records, and in every way are pushing sales." So fast has the Camden business increased that Mr. Goodwin hired another large adjoining storeroom, which is now stocked with cylinder records. The disc records and machines occupy the main store. Mr. E. D. Easton, president of the Columbia Co., and Mr. George Lyle, general manager, were in Camden a few weeks ago to see "how things were moving," and the past week Walter F. Eckhardt, wholesale manager, was a caller.

C. H. Rogers, representative of the Columbia Phonograph Co. at Riverside, N. J., reports having put out a large number of Columbia records. Recently appointed Dog Catcher, C. W. Callaghan is the hustling representative of the Columbia Co. at Gloucester City, N. J., and reports trade to be satisfactory.

A South Ninth street dealer in talking machines, etc., who has been noticeably successful in business, was frankly asked by the writer: "What do you attribute your success to?" After a moment's serious reflection, he said: "I ascribe my success not to one, but a number of things. I have called at customers' homes and let them hear all the latest records out. This plan is a good one; I never fail to sell a good many records. Last, but not least, I have given close attention to business and have worked hard." Perhaps other dealers may gather an idea or two from the foregoing.

Jona Shaw, 1311 West street in Camden, N. J., handles Edison and Victor records, and is doing a good business "over the creek," known as East Camden.

Herbert T. Lewis, head of the Lewis Talking Machine Co., 13 South Ninth street, in having an increasing trade, due greedily to his aggressive business methods. He is especially pushing sales of the Twenty-First Century Graphophone and Columbia disc and cylinder records, and is meeting with every success. His jobbing trade has grown to large proportions, and will require more and more attention. Herbert T. Lewis' business was good with him and April trade promises to be large.

Huge piles of building materials in Cooper street in front of the main building of the Victoria Talking Machine Co., Camden, N. J., attest the fact that "there's something doing." East of the main building foundations for the new brick additions, which is to be similar to the main building, are partially laid. While this large undertaking is going on, the Victoria company has just announced plans for a still greater development of their large plant. From John Starri, Jr., the company purchased valuable Delaware river front property—a good-sized plot—and upon it they will erect one if not several more large buildings. One of them will be given over to printing. The company's present printing plant on Federal street is considered a good one, but it is, of course, inadequate to the company's fast-increasing business. As is perhaps known, the Victoria company's various catalogues, price-lists, circulars, etc., are printed in many lang

The Musical Echo Co., 1339 Chestnut street, are casting about for a suitable "opening" to everyone. Their catalogue is a wonder and "eye-opener" to everyone. The remarkable growth of the talking-machine business as exemplified by the Victoria Co. has been a wonder and "eye-opener" to everyone. The solidarity and permanency of the talking-machine industry is now unquestioned. All the world loves music, and upon this solid rock the business is sure to increase and prosper. All of which must be pleasing to those who went in "on the ground floor."

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THE TALKING MACHINE WORLD.

Majestic Self-Playing Piano

The Pneumatic Coin-operated Piano without a fault. The best Spring and Summer Proposition a Dealer can take hold of

THE SEASON of the MAJESTIC IS NOW!

You are looking around for a big seller that will yield a nice profit and keep things moving. Here it is. Pianos in public places often take in $5.00 to $10.00 a day.

THE MAJESTIC SELLS ON SIGHT to Cafes, Hotels, Restaurants, Soda Fountains, Skating Rinks, and Amusement Parks and Resorts of all kinds, because they all appreciate its value as

A WONDERFUL MONEY MAKER

Their customers pay for it. The returns are usually far more than is needed to meet their payments on the instrument. This means satisfaction all around. To illustrate its value to the Cafe, etc.—if the Majestic played only 10 times in 24 hours the Cafe would still be making 36 per cent. on the investment. One of our dealers last season

SOLD EIGHT MAJESTICS IN ONE MONTH!

another seven—and so it goes. An unique feature of the Majestic is the ability to start it playing from any table in a resort by simply dropping a nickel in the slot at that point. The Majestic has a great many other exclusive features which make it by long odds the best Automatic Piano on the market. These are fully described in our catalogue, which will be furnished on application.

SPECIAL OFFER OF EXCLUSIVE AGENCY

to those who take up the matter at once. Tear off the coupon in the lower corner and mail it to us to-day for full particulars. Address Dept. D

Lyons & Healy Chicago
FLOWER HORNS.

We manufacture the only complete line of Flower Horns. Our horns are exclusive in design and decoration, and in their general attractiveness are considered standard on the market to-day.

We have just issued a handsomely printed pamphlet, illustrating our Flower Horns in their natural colors, and will be pleased to mail a copy free on application.

See that the trade mark is on all the Flower Horns you handle. It is a guarantee of quality.

Hawthorne & Sheble Mfg. Co.
PHILADELPHIA, PENNA.
this month. As an attraction the company engaged George F. Watson, the roofer, to yodel, and, with place accompaniment, to demonstrate how talking-machine records are made. The large crowd which daily thronged the storerooms attested the success of the “demonstrations” and the popularity of Mr. Watson’s voice. Naturally business was stimulated, and the Penn Co.’s April business will doubtless be one of the best months yet recorded. Their store is a marvel of beauty and convenience; they have four large booths for retail department, and a large show room in which they display among other things in the talking-machine line the most complete assortment of cabinets in the State.

The Hutchinson Acoustic Co., 1008 Commonwealth Building, are pushing sales of their sound-conveying instrument, the Acousticon. Along commercial lines this instrument will prove a competitor to the phonograph. Place an acousticon in a theatre, and hundreds of persons miles away, via telephone, can hear all that is going on in the theatre. The past month people at Reading, Pa., 55 miles away, listened to Evangelist Torrey here, preaching in the Armory.

Brief notes of some of the local dealers are: Harry H. Henriot, at 1127 South Broad street, is giving patrons of his district every service in records demanded, with success. C. J. Heppé & Son have continued their special phonograph outfit, and last month, April records, they sold, fast at the handsome storeroom of the Automatic Graphophone Co., 1212 Columbia avenue. It is quite certain another talking-machine store will be opened in Kensington, the “mill district,” where the working folks almost naturally turn to the talking machine for amusement and dancing. The Hoffman Cycle Co., 3056 Kensington avenue, does excellent business in machines and records. On Lancaster avenue, Mr. O. Robertson has a fine store, big stock and lots of “push,” and so he has no “kick” coming. One Ridge avenue dealer calls his place a “Phonography,” and defines it as meaning a place where everything in the phonograph line can be found.

**THE SYMPHONIC NEEDLE.**

For Disc Talking Machines—Will Last from 500 to 800 Playings—Something That Is Destined to Interest the Trade.

The Symphonic Needle Co., at 1907 Park avenue, New York, have recently perfected a disc talking-machine needle whose life lasts from five hundred to eight hundred playings. In supplying this company with their stock, they are supplying a want long and urgently felt by the talking-machine public, and it will certainly open the door of disc machines and records. They have aptly named their needle “Symphonic,” as it stands for all that can be desired in an article of this kind. It renders a natural and sweet reproduction, and is made in various grades to suit all tastes. It reduces the wear on the record, plays without changing, and is inexpensive.

The Symphonic needles are constructed to play 500 and 800 times before wearing out, which is sufficient under ordinary circumstances to last the average user a full year, but, according to the manufacturers, the needle will often last this number by several hundred playings if the conditions are favorable. It is further claimed that uniformity of tone throughout its whole life is one of the many winning points of this needle.

The Symphonic needles are put up in four grades of tones—No. 1 soft, No. 2 medium, No. 3 loud and No. 4 concert tone. For further particulars see their announcement in this issue.

**CALL FOR SCANDINAVIAN RECORDS**


A large East Side dealer says that the manufacturers of records are neglecting a very important branch when they ignore the constantly growing demand for Scandinavian records. This nation is forming a very important colony in this city, as well as scattering about the country, and have developed a great fondness for talking machines of all makes, particularly the disc variety. Many of them have requested records and have it when you need it.

**THE HOUSE OF YORK**

When a customer comes to your store for anything, you ought to have it on hand or be able to get it quickly and tell him just when you will have it.

Maybe you can’t do this with your regular jobber, but if you give us your order you can easily figure almost down to the very day when you will get your goods.

We keep our supply of Victor machine records, trumpet horns, fibre cases, English needles and all other accessories right up to the minute and send you the goods without delay. All orders are shipped the same day they are received.

We don’t keep you waiting and you don’t need to keep your customers waiting. You won’t need to put them off from day to day with the excuse that you expect the goods almost any hour. Customers won’t stand that sort of thing very long—they want what they order and they ought to get it quickly.

It’s our part of the job to see that you get your goods quickly and if you send us your next rush order, you’ll find out that we know our business. Just because there is nothing you want at the present time, don’t put off sending for our latest catalogue. Send for a copy to-day so that you’ll have it when you need it.

**THE TALKING MACHINE WORLD.**

**AN INJURIOUS BILL.**

Before the Legislature at Albany—Would Kill Instalment Business in Talking Machines—Fortunately Doomed to Defeat.

The talking-machine trade has been greatly interested in a bill recently introduced into the Assembly in Albany which provides that when the vendor desires to repossess himself of goods purchased on the instalment plan, he must give the vendee thirty days’ notice in writing, and then, if the goods are seized, pay back to the buyer fifty per cent. of the amount paid. In event of this bill becoming a law, the dollar-and-dadows-a-week plan of payment would quickly go out of vogue, and a much larger deposit and payment would be exacted. At the present time it would appear that the measure is doomed to defeat, but in the meantime the trade are appealing to their local assemblymen to prevent its passage.
EUREKA

AN APPROPRIATE NAME for the BEST DISC NEEDLE EVER OFFERED

Nearest approach to a Permanent Needle. Will play from 50 to 100 Records. The objection to changing needles for each record at last overcome. Can be used with any sound box.

Furnished to the Trade in Packages of 50. Retail, 25c. per dozen.

No Dealer can afford to be without a supply of our Needles.
Nine Different Kinds—all high grade.

Edison Talent Photographs

We have a complete stock of these handsome, genuine Carbonette Photographs. Every Dealer should have a complete set for Display and Advertising purposes.

Your Customers are anxious to obtain a good likeness of their favorite performer. We can furnish these, handsomely framed in genuine weathered oak, with glass and backed, ready for hanging.

Retail Price, Unframed, 35c.; Framed, 50c.
TALKING MACHINE JOBBERS TO FORM EASTERN ASSOCIATION.

C. V. Henkel, of the Douglas Phonograph Co., Has Consulted With a Number of Prominent Jobbers in the East, Who Approve of Such an Organization.

Following the meeting of the jobbers of the Central States, including Pennsylvania, at Pittsburgh, Pa., with squeeze on account of the Central States Talking Machine Jobbers' Association, addressed the following letter to the leading jobbing houses east, and which sets forth begged the proposed lines of organization, and immediate plans for the general betterment of trade conditions, and to invite their active interest in its promotion.

The enthusiasm manifested at this preliminary meeting was so manifest that it was decided to form a permanent organization at a meeting to be held at Cincinnati, January 22, 1906. The attendance at the Cincinnati meeting was sufficient to assure the success of the movement, and the organization was christened the Central States Talking Machine Jobbers' Association.

A constitution and by-laws was adopted, and the following permanent officers were chosen: President, George Ilsen & Co., Cincinnati; vice-president, P. B. Whitstil, the Perry B. Whitstil Co., Columbus, secretary. The enthusiasm manifested at this preliminary meeting was so manifest that it was decided to form a permanent organization at a meeting to be held at Cincinnati, January 22, 1906. The attendance at the Cincinnati meeting was sufficient to assure the success of the movement, and the organization was christened the Central States Talking Machine Jobbers' Association.

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The replies of these gentlemen were read before the meeting held at Pittsburgh, C. H. Wilson, of the National Phonograph Co., and E. A. Haworth, fully occupied, is 48x150 feet, three stories, built of reinforced cement. In the new power house, 50x30 feet, 25 feet high, a 750 horse-power, Allis-Chalmers vertical engine, direct connected with 250-kilowatt generators, have been installed. Adjoining machine shop No. 1 a one-story concrete structure, 70x100 ft. in size, is now nearing completion. This will be used for the polishing department.

This month the work was begun of increasing the height of building No. 2 from one story to four stories. The present building is 60x375 feet in size and built of brick. This structure will be occupied by the departments now inadequately housed elsewhere. When this building is completed another railroad siding will be laid on the west side and the lower floor will be used for marking and shipping machines. This will provide two sidings, about 300 feet long, between buildings 2 and 17, which buildings will be connected by a roof over the tracks so that the cars can be loaded entirely under cover.

The first floor of building No. 17, now used by the ship-
BERS by the National Phonograph Co., July 17, 18, 19.

Invitations will be issued in a specially hand-bound with silk cord — has been sent the jobbers, and when the acceptances are received, formal expense.

The National Phonograph Co., Orange, N. J., have invited all Edison jobbers to come to New York avenue and 50 feet deep.

This building will provide ample room for the office force for years to come.

UNION OF EDISON JOBBERS.

Will be the Guests of the National Phonograph Co., for the Week Commencing July 16—Splendid Programme Arranged.

After being under consideration for two years, the National Phonograph Co., Orange, N. J., have invited all Edison jobbers to come to New York during the week of July 16 as their guests, say "beau-lou," and enjoy themselves at the company's expense. The official programme—a dainty brochure, printed on creamy, decrilled-edge paper and bound with silk cord—has been sent the jobbers, and when the acceptances are received, formal invitations will be issued in a specially handsome form. The programme is appended:

Complimentary entertainment to Edison jobbers by the National Phonograph Co., July 17, 18, 19, 20, 1906.

Registry of Guests.—Headquarters, in charge of our own officials, will be opened at the Wal
dorf-Astoria Hotel, Fifth avenue and 24th street, New York City, at 2 p. m. Out of-town visitors are urged to reach New York on this day and first report to our headquarters. Detailed information concerning arrangements will be furnished later. This hotel will be the home of visiting jobbers from the time of their arrival until Saturday morning, July 21. Local jobbers are also requested to register at headquarters either Tuesday p. m., or Wednesday, July 18, before 9 a. m.

Wednesday, July 16.

Visit to Edison Laboratory and Factories at Orange, N. J.—Automobiles will leave the hotel at 9.30 a. m. for the Erie railroad ferry, foot of West 22d street, connecting with special train for the Edison Laboratory and factories at Orange, where a tour of inspection will be made under escort. Luncheon will be served on the grounds. The return to the city will be by special train, leaving at 4 p. m., arriving at hotel in time for dinner. The evening entertainment will include the Hippodrome (if open) or some other theatre or roof garden.

Thursday, July 17.

Seeing New York by Water and Visit to West Point.—Automobiles will leave the hotel at 9.30 sharp for the foot of East 31st street. The Iron Steamboat "Cepheus" has been chartered, and will leave the pier at 10 a. m., sailing around Blackwell's Island, thence down the bay and up the Hudson to West Point, where a landing will be made (through the courtesy of Col. Mills), and our party will have an opportunity of inspecting the U. S. Military Academy. The daily dress parade will take place at about 6.30 p. m., and immediately after we will re-embark for the return to the city, which will be reached at about 10 p. m. Luncheon, dinner and other refreshments will be served on the boat, and suitable music will be provided by the Edison Concert Band.

Friday, July 20.

Seeing New York by Land, and Banquet.—Arrangements have been made for an automobile sight-seeing trip, including Fifth avenue, Central Park, Grant's Tomb, and Riverside Drive, leaving the hotel at 2 p. m., returning about 4 o'clock. The entertainment will conclude with a dinner, to be served in the Astor Gallery at the Wal
dorf-Astoria at 7 p. m., at which Thomas Alva Edison will be present. During the banquet an interesting musical programme will be presented by the Edison Symphony Orchestra, and a short entertainment will be furnished by Edison artists.

F. K. Dolbeer, chairman of entertainment, has been authorized to spare no expense in making the visit of the Edison jobbers a memorable occasion, and as he is an adept in the gentle art of generous hospitality, its success is assured as a foregone conclusion.

TRANSCIBING ON A TRAIN.

Traveling Officials Now Use Commercial Talking Machines for This Purpose.

Since the man who is at the head of the Col
dumbia Phonograph Co.'s commercial graphophone department, J. W. Binder, proved that it was possible to dictate and transcribe from a graphophone on a rapidly moving train, a number of traveling railroad officials have taken advantage of the use of the machine in this direction, says the Columbia Record. The traveling auditor of one of the largest roads running out of Cleveland has one of the machines with him constantly. His schedule is mapped out a week ahead, and his mail reached him every morn

ing at the place appointed on the schedule. He dictates his replies and sends the cylinders to Cleveland by express. They are transcribed, shaved, and a fresh lot await him next morning at the scheduled place. For this man there is no "stacked-up" desk when he returns from his trip.

The Syracuse "Multo-Record" Rack

Is the Latest Result of Racking Our Brains for New Rack Ideas.

This latest addition to the Wire Record Rack family is sure to meet with the favor of those dealers who carry a number of each popular record. The illustration shows the regular stock size of this new style rack, 7 feet high, 4 feet 6 inches wide. This Rack has a capacity of 240 Trays, each tray containing three Records. The Racks can be set against the wall, fastened back to back or set here and there in the store or department. No shelving is necessary; the Rapke label system can be used in connection with it; its extreme lightness renders it portable at all times; in short, it is a Practical Combination of the Heise System of Racks with the Rapke Label and the Tray System. Sizes illustrated are ready to ship. The Racks can be made to order, however, to accommodate any number of records to a tray and any number of trays to a rack.

Price on needed sizes sent promptly. Send for estimates and ask for a catalogue of all Syracuse Wire Record Racks. The Heise system means economy in space, saving of time and the eliminating of damage.

Syracuse Wire Works,

"Record Rack Dept." SYRACUSE, N. Y.
Our Regular Line of Disc Records
COMPAIRED WITH $5.00 DISC RECORDS
Loses Nothing by Comparison

The above letter from one of the largest retail talking machine dealers in the United States, echoes the opinion of thousands of delighted customers.

We assure the trade that the June list will be favored with even greater praises.

Miss Vincent appears again with the famous Irish Air, "Killarney," (12-in. disc).

Lew Dockstader, the Greatest American Minstrel, sings his latest success, "Uncle Quit Work, Too."

Mr. David Bispham will be heard for the first time, beginning in June, with a series of disc records. Songs from this famous Grand Opera Barytone will be in very great demand.

Remember, Mr. Dealer, that the truly successful dealer of to-day is getting into the "Columbia Band Wagon." The whole procession is moving Columbia-ward. Will you join it?
THE TALKING MACHINE WORLD.

TALKING MACHINE SALESMEN FORM ASSOCIATION.


(Special to The Talking Machine World)

Boston, Mass., April 7, 1906.

This has been a busy month among the talking-machine dealers in Boston and vicinity. In fact, many of the dealers, both wholesale and retail, report that it has shown the largest volume of business in their history. All report that it is absolutely impossible to get machines and records enough to fill their orders. As one man said to-day: "If we fill fifty per cent. of our orders, we consider ourselves lucky."

The inability of the big retail stores in Boston to supply their customers has made business with the smaller dealers in the suburbs particularly good. When a customer finds that he cannot get the records he wants from the big retailer, he goes to the small retailer and makes him do the hustling to get the records. The disc business is increasing by leaps and bounds, while the cylinder record business is phenomenal.

The chief item of interest in the city at present is the formation of the New England Talking Machine Salesmen's Association. This healthy young organization was brought into the world on March 30, at the store of the Eastern Talking Machine Co. Mother and child are doing well. The following gentlemen were elected to fill the various offices: President, H. R. Skelton, retail manager of the Langley & Winchell Co.; vice-president, W. F. Hawes, department manager, Houghton & Dutton; secretary, S. J. Freeman, Eastern Talking Machine Co.; treasurer, F. E. Lane, Columbia Phonograph Co. The following committees were appointed: Entertainment—W. J. Fitzgerald, Henry Winkelman, W. L. Veale, H. L. Rayer, Kenneth Campbell.

A constitution and by-laws were adopted, and the members are well pleased with the excellent prospects. The principles of the organization are such as will promote the best feeling between employee and employer, the jobber, manufacturer and retailer. It is hoped at an early date to have a banquet and jollification to celebrate the birth of the organization. It is expected that the association will accomplish much toward bettering the condition of the talking-machine business in the East. It is hoped, before long, to have a club room whose doors shall be open at all times to men directly interested in the talking-machine business. There is to be no discrimination among the various makes of machines. All look alike to the association.

Harry R. Skelton, the first president of the New England Talking Machine Salesmen's Association, is a young man who has won success by his own efforts. He started in the business five years ago with the Columbia Phonograph Co. as salesman, and remained with them four years. When Mr. Ormsby organized the Boston Talking Machine Exchange, Mr. Skelton went with him and remained when the Winchell Co. bought out his business. He is now secretary of the Winchell Co., a corporation, and retail manager of the big store. Mr. Skelton is a hustler, and very popular among the boys.

A new department has been established at the Columbia Phonograph Co.'s store. It is in charge of Mr. Dinsmore, who comes from the Baltimore office of the company to look after it. He takes charge of all the outside business of the concern, particularly the installment part, which he is systematizing and building up to great advantage. A new room has been constructed at the rear of the store for the high-class trade, and the display of machines and records is very fine indeed. It is the work of Mr. Skelton.

Our March and February business was larger than ever before in the history of the firm," said Manager Andrews of the Boston Cycle Co., one of the largest jobbers of Edison goods in the city. "We ordered more goods than we had ever ordered, but our supply was exhausted before we had filled two-thirds of our own orders." The Boston Cycle Co. have recently enlarged their already large plant, thereby developing their manufacturing business greatly. Their patented box for carrying records is a great hit. Mr. Andrews is now developing a horn stand that he says will be the best thing on the market, and the cheapest. The new tray system is catching on with the dealers in remarkable shape, and orders for the complete outfit are in every mail. They are excellent for displaying Edison records.

The International Phonograph Co., corner Cornhill and Washington streets, have recently opened a branch store in Bowdoin Square, called the Bowdoin Square Phonograph Co. B. H.

The Most Complete Line of Flower Horns on the Market.

These horns are made by competent workmen from the best material obtainable, carefully finished by special machinery for the purpose.

Write for Catalogue and Price List.

New Jersey Sheet Metal Co.,
Manufacturers,
NEWARK, N. J.
Sharman is in charge there, while M. Wolf remains at the main store. They carry the Edison, Victor and Zonophone, and Mr. Wolf declares that he has the smartest record salesman in the country in little Miss Marion Silva. "Don't talk to us about supply and demand," is the word from Iver Johnson Co., where Mr. Boyd is getting gray in trying to fill orders. "If we fill half of the orders we receive we call it well done.

E. A. Hawthorne and William McArthur, of the American Record Co., were visitors to the trade this week.

All the wholesale office of M. Steinert & Sons Co., Victor jobbers, Manager Cornell reports an exceedingly good business. The list of branch stores is increasing each month, and there are still more stores. His list is intended to total 60 before it is finished.

A decided increase in the demand for high-grade instruments is noticed in all the stores, and the machine stock is looked upon as sure to be a record breaker.

BENTEL GETS BEST OF FIRE.

Pittsburgh, Pa., April 9, 1906.

The Theo. F. Bentel Co., the well-known dealers in talking machines and supplies, were in process of moving to their new quarters at 445-457 Wood Street, when a fire broke out and caused a loss of $18,000 by fire on Saturday last week, with ample insurance to cover loss. The fire started on the second floor and was caused by crossed electric wires. About 35,000 records, comprising Edison, Victor and American goods, were destroyed. They had just received $5,000 worth of grand opera records, which were also lost. Fortunately for the fire company a great deal of stock had been removed from the old to the new quarters. There will be no delay in business, as stock was at once ordered by wire, and is reaching them this week.

No delay in business, as stock was at once ordered from the old to the new quarters.

VIM COMPANY FOUND GUILTY.

Chicago, April 10, 1906.

Master in Chancery Sherman of the United States Circuit Court has filed his report in the contempt proceedings instituted by the Victor Talking Machine Co. against the Vim Co. and L. A. Olmstead, of Chicago. The master finds the Vim Co. guilty of all three violations of the injunction against price cutting, as charged by the complainant.

The hearing was begun last October, and the matter has been bitterly contested by the defendants, who have tried, it is claimed by the complainants, to cover up violations of the injunction. This was done, it is alleged, by the Vim Co. selling an old record for eight cents and then immediately receiving it in exchange and allowing 35 cents on it.

The Victor Co. has given proof that it intends to continue its policy of protecting its dealers and patrons against price cutting regardless of cost. The policy of maintaining prices has worked out to the advantage of the public as well as the dealers, as it has permitted a constant improvement in records and appliances and has given the whole public the benefit of a forty per cent reduction in the price of records.

The punishment of the Vim Co. will be fixed by one of the United States Circuit Court judges. The Victor Talking Machine Co. was represented by its general counsel, Horace Pettit, of Philadelphia, and by Attorney C. N. Goodwin, of Chicago.

PRIZES FOR EASTER WINDOWS.

Pittsburgh, Pa., March 30, 1906.

The Central States Talking Machine Jobbers' Association held a meeting at the Fort Pitt Hotel during the closing days of last week, and transacted business relative to their various interests. The last meeting of the Association was held at Cincinnati. The officers of the Association are: George Ilsey, Cincinnati, president; E. T. Ashton, Detroit, vice-president; and F. J. Whiston, Columbus, secretary and treasurer.

Following the meeting there was a banquet which was attended by about twenty jobbers. According to the officers, the interest in the Association and the membership is steadily increasing. They expect to accomplish much not only for their own interests but for the betterment of the industry, which is rapidly becoming an important one.

C. H. Wilson, of the National Phonograph Co., and Mr. Hawthorne, of the Hawthorne & Sheble Co., were present, and the former entertained the assemblage with a long talk on the past and present conditions of the talking machine business, and outlined as far as possible the possibilities of the industry, which is rapidly becoming an important one.

Mr. Wilson is in charge there, while M. Wolf remains at the main store. They carry the Edison, Victor and Zonophone, and Mr. Wolf declares that he has the smartest record salesman in the country in little Miss Marion Silva. "Don't talk to us about supply and demand," is the word from Iver Johnson Co., where Mr. Boyd is getting gray in trying to fill orders. "If we fill half of the orders we receive we call it well done."

At the close of the meeting Mr. Wilson entered all present, ladies as well as gentlemen, who was a splendid success, which was a most delightful affair in every respect.

The next meeting of the association will be held in Cleveland, O., on May 22, when a large attendance of jobbers from all parts of the United States are expected to attend.

Mr. Talking Machine Dealer:

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

ANY JOBBER CAN SUPPLY YOU A Postal Will Bring You the Latest Catalogue

Mr. Talking Machine Dealer:

M. Hohner
475 Broadway, New York
ZON-O-PHONE

Records are better

Don't believe us, we might be prejudiced.

How we will prove it to you:

36 of 'em in your own store and no expense to you (we prepay the express).

We will gladly ship by prepaid express to any dealer, east of the Rockies, 36 Zon-o-phone records to try. Twenty-five of them are the April Supplement and the remaining 11 are selected from former lists. In selecting the 11, we confined ourselves to records made by other Companies in either 10 or 12 inch size so as to aid you in making comparison.

In testing and making comparison, we offer the following suggestions:

First play our entire April Supplement and note the large variety of selections as well as the number of late attractive "hits." Also note the naturalness of tone (not high and pinched or tubby, but soft, mellow and pleasing).

Second, put on several Zon-o-phone Records and listen for the scratch; then put on any record of any other make, note and compare them.

Third, select the same selection in any other make. Compare the records carefully, and if there seems to be a question as to which is the better, listen to just one strain of one record, then to the same strain on the other, trying to select each individual instrument, noting the pleasing tone quality of the whole, also the scratch.

Fourth, select a Zon-o-phone Record and a new Record of any other make and play them an equal number of times until one of them wears out, being sure to change the needle each time.

If, after making these tests, you are not satisfied that Zon-o-phone Records are better than any other records on the market, pack them up carefully and return them to us at our expense.

Please bear in mind that we are not sending you the "cream" of our lists, but first selected the April list which is 25 records as they come; we then selected 11 records, confining ourselves to records listed by other Companies.

Zon-o-phone Records have the following advantages:

1st. The record thread is finer, enabling us to get more on a record.
2nd. The surface of the record is smoother than any other disk record (less scratch).
3rd. Our material is harder and tougher, making it wear longer.
4th. Our tone quality is mellow and natural, not high pitched and metallic.
5th. We list more new "hits" each month than any other Company.
6th. Zon-o-phone 10-inch Records, only 50 cents.

OUR LABORATORY is located in the theatrical district of New York, enabling us to get talent impossible to obtain outside of New York City. This also enables us to secure the latest "hits," as practically all popular music originates in New York (the home of the theatrical profession in the United States).

Our system for selecting a monthly supplement list is as follows: We make between 40 and 50 records a week or upwards of 160 a month. We begin by listening to the entire lot and throwing out the worst. We continue repeating this process until we have only 25 left. The balance we destroy. This is very expensive, but we believe it pays, as a good record is an everlasting advertisement.

We should be pleased to have you become one of our Dealers and place your standing order with us for new records each month.
Orders Reaching Manufacturers From Every Part of the World: Jobbers Complain of Shortage, But Manufacturers Are Making All Efforts to Fill Demands.

One month is like another in the talking machine world, so far as business is concerned now. Manufacturers who were estimating a sufficient quantity of machines, records, horns, cabinets, etc., would be turned out to relieve the pressure, confess their astonishment over the entire country, with the supposition of taking care of this classification are scattered over the entire world, so far as business is concerned now. Recent and current enlargements of plants have not caught up on orders, and candidly demand much in the same predicament. While houses of established repute are scattered here and there, the most unexpected orders are coming from many points, and creating fresh surprise daily, the traveling men for the various companies making new high selling records and creating fresh trade in the most unexpected quarters.

Inquiries and orders by mail have been so many or from points so widely scattered, not only here but from abroad. The same post to one house, for example, will contain letters from dealers or users from Newfoundland to the City of Mexico, and from New York to the Philippine Islands and other countries of the Orient, not to mention Europe and the South American countries. One concern ordered one million needles, others everything imaginable in the line. The most wonderful manifestation, however, in this vast mass of correspondence, covering only a month's time, is that not a note of complaint or discouragement was penned. The eagerness for goods—of the best quality, too—was the keynote, and up-to-date articles, whether in this market or foreign, were desired about and discussed. For solid enthusiasm, no line of business in the world approaches that pertaining to talking machines, whether they are in the entertainment class or devoted to commercial purposes.

The Jordan, Marsh Co., of Boston, have greatly enlarged their talking machine department.

THE TALKING MACHINE WORLD.

BUSINESS CONTINUES BRISK.

Orders Reaching Manufacturers From Every Part of the World: Jobbers Complain of Shortage, But Manufacturers Are Making All Efforts to Fill Demands.

A GOAHEAD TEXAS INSTITUTION.

The Texas Phonograph Co., of Houston, Tex., was organized only 11 months ago, and in their first year of business purchased $70,000 worth of talking machine goods. They are jobbing Edison and Zonophone machines and records, and by aggressive advertising and through continued efforts they have become one of the strongest factors in the talking machine business in the Southwest. The company was organized by H. M. Hollerman, who, previous to the organization of this company had never handled talking machines. His first purchases in the business were jobbing stocks of the various lines which the company are now handling.

RETAIL DEPARTMENT, TEXAS PHONOGRAPH CO.

SOME CHANGES IN THE STAFF.

With the changes made in the staff of the Victor Distributing and Export Co., 71 Chambers St., New York, Daniel O. Mitchell goes to Camden, N. J., April 1 as manager of the Victor Talking Machine Co.'s export department. Richard B. Pribyl also switches to the parent company, and will travel the middle west and northwest, with headquarters in Chicago. He is expecting to be married June 19. Louis Silverman takes Mr. Pribyl's place with the parent company, and will look after the New England trade, making his first trip Thursday. A. D. Dozy continues to acceptably fill his old post as traveler at large, and recently closed a deal with the Hecht chain department stores, scattered through the south, with the head center in Baltimore, Md. This means Victor goods in all these establishments. The V. D. & E. have rearranged their wholesale department now that the export section has been eliminated.

NEW YORK JOBBERS MEET

Tuesday evening last (April 10) a meeting of the leading New York jobbers was held at the office of the Blackman Talking Machine Co., 97 Chambers St. Matters of general importance were discussed, final action being postponed until the next meeting, which will be held on the afternoon of April 31, at the Bettini Phonograph Co.'s warerooms, 156 West 25th Street, New York. Blackman, of the Blackman Talking Machine Co., acted as chairman, and J. P. Kelcey, manager talking machines, is secretary. Beside these, others present were: A. H. Jacob, of Jacob Music Box Co.; S. B. Davega; John W. Blackman, of Blackman & Son; William Freeland, manager, with I. B. Da
gve; Victor H. Rapke; and Will Form an Eastern Organization at Next Meeting.

NEW CANDIDATE FOR FAVOR.

The new machine of the American Record Co. (Hawthorne, Sheble & Prescott, sales managers), Springfield, Mass., has made its appearance, being shown recently at their New York office, 311 West 23rd street. It is of the paper or newer cabinet, of piano-polished mahogany, has a hinge top. Their new sound box, with special diaphragm, contributing an extra soft, smooth toneal effect, completes that which is considered a decided acquisition to the line of up-to-date machines, and which will doubtless focus the attention of the trade when the company is ready for the market.

THE MULTI-RECORD RACK.

The new style "Multi-Record" rack which is being introduced to the trade by the Syracuse Wire Works, Syracuse, N. Y., is destined to prove a great favorite. This rack appeals to dealers who are desirous of using the pasteboard trays and Rapke labels. The inducements are that there will be a heavy demand for this style as it is known that the Syracuse Wire Works have it in their catalogue.

MADE MANY CUBAN "MASTERS."

Last month George Werner and Fred. Burt, connected with the recording department of the National Phonograph Co., returned to New York from three months' visit to Havana, Cuba, where they made many over-the-counter selections by native artists. Their efforts were directed by Rafael Canas, manager of the Mexico office of the company, who made a special trip to Cuba for the purpose. At the conclusion of their work, Messrs. Werner and Burt gave an entertainment and dinner to a party of dealers and newspaper representatives.

THE LOWMAN & HANFORD STATIONARY CO., OF SEATTLE, WASH., report a magnificent trade in talking machine supplies.
IT SELLS ITSELF

THE NEOPHONE

DISC-PHONOGRAPH (System Dr. Machaelis)

Patented in U. S. A., U. K., France, Germany, Austria, Russia, Italy, Canada, India, Australia, Etc.

POINTS ABOUT THE N-E-O-P-H-O-N-E
NO NEEDLES TO CHANGE
PERMANENT SAPPHIRE REPRODUCER
& INDESTRUCTIBLE DISCS
& GREAT VOLUME & NATURAL TONE

THE NEOPHONE is a combination of all the best features of all types of talkers. It gives reproductions as sweet as the best gold moulded cylinders, yet of as great volume and brilliancy as the leading discs—and the prices are 50% less. Neophone Disc Records are unbreakable, light and practically indestructible. They do not grow “grey with age” after being played a few times.

NEOPHONE BUSINESS IS BIG BUSINESS

In consequence of their great value and general excellence, Neophones and Neophone discs are ready sellers at all seasons. Just think—9 inch Disc Records at 20 cents and 12 inch at 40 cents. This announcement in your show window will attract crowds of customers. Don’t you want your share of the business?

NEOPHONE BUSINESS

<table>
<thead>
<tr>
<th>Neophone Disc Records</th>
<th>Business</th>
<th>Retail</th>
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</thead>
<tbody>
<tr>
<td>9 inch Discs, Retail</td>
<td>$6.00</td>
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<tr>
<td>12 inch Discs, Retail</td>
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<td>Machines, Retail</td>
<td>$2.50</td>
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Neophone Home Recorder

This device is the last step in making the Disc Machine the most popular type—with it records can be made at home on any disc machine—records of far greater volume and higher quality than is possible with cylinder machines.

Price, complete with 6 blanks, $12.50

ALL COMMUNICATIONS SHOULD BE ADDRESSED TO

NEOPHONE, LIMITED,
12 West 28th Street, New York City

Where Dealers are cordially invited to call and examine samples of the Neophone product.

TeLEPHONE, 5187 MADISON SQUARE.

Head Offices: 1 Worship Street, LONDON, E. C.

PARIS BERLIN MILAN
You can see
The NEOPHONE
Right Here in New York!

† The most wonderful talking machine in the world.
† Pronounced the best by experts.
† You can make your own records on the discs.
† Has an indestructible sapphire reproducer.
† The biggest hit of the age.
† The London dealers are most enthusiastic over its selling qualities.
† Investigate and you will at once be captivated with its wonderful possibilities. Come and see it.

NEOPHONE, Limited,
New York Office, 12 West 28th Street.
The talking-machine industry is particularly fortunate in having at the head of the greatest institutions keen thinkers who are progressive, alert, and are ready to meet with the requirements of the trade. They are not hampered by trade traditions, either. They bring to bear upon the solution of business problems judgment which is not fettered by some old, mummery theories regarding the conduct of trade which is apparent in many industries—particularly the piano industry, where price cutting and slashing has been indulged in for many years. This has resulted in the injury of many personal business reputations, and naturally has impaired the reputation of the instruments which have been placed in a position to bear the brunt of many a hard-fought battle.

Good many talking-machine dealers have manifested their objections to The World in various ways averse to the system of contracts which are enforced by the leading manufacturers. We believe they are in error in assuming this position, for there is no system than can be of greater benefit to the talking-machine trade than the rigid enforcement of rules regulating prices, discounts, terms, and conditions of sale. It means a co-operation in absolute good faith with the producing forces and the distributing forces, and a strict maintenance of correct business rules can only result in good to the industry.

The talking-machine business has a great future, and far-sighted business men recognize that that future must be seriously impaired for manufacturers, jobbers and dealers if correct rules are not enforced with regard to the selling of the various kinds of merchandise.

I may seem a little difficult at first to the men who have been used to easy, slipshod business methods to be compelled to live up to straight twentith century business rules. But after they have become a little used to the new conditions they would no more think of going back to the old form than they would of taking the old stage coach instead of the twentieth century express as a means to reach the West.

The enforcement of contracts mean stability all around. It means that the dealer is afforded protection, and he knows that he is having just as square a deal as any other man engaged in the industry.

The maintenance of price is one of the greatest safeguards that can be placed about an industry, and there is no one better fitted to place the retail selling price upon a product than the man who manufactures it. The more one considers this iron-clad business contract in the selling of any line of merchandise, the better it will grow from many returns which we have received from our readers. In a great institution keen business men who are constantly being fought over patent rights in this industry.

We believe the public, if they receive a little time to time such communications as we have named above, and we wish that our position may be clearly understood. We do not propose to be dragged into any of these legal encounters, nor do we propose to give advice to legal authorities in matters of this kind. The courts seem reasonably competent to attend to legal matters, and we have no desire to invade their province.

There is nothing which will give a business dignity and character in the estimation of the public like elegant retail quarters, and the talking-machine dealers show a commendable spirit and good taste in the equipment of their establishment.

It is necessary to spend money to make money, and the man who enters to the public in any line of business must have some form of attracting the people, either in advertising which convinces, or in warerooms which attract. The day of indifference has gone by, and there is a spirit in this industry, which is manifest in the various departments, that tends towards up-building rather than tearing down.

One of the most prominent members of the trade said in a recent communication to The World: "I consider that your publication is to-day the most potent force in this industry, and I have been agreeably surprised to find the many returns which we have received from our representation in your columns. It seems that The World has an extensive following in every land, but what impresses me more than all else is the uniform fairness with which your paper is conducted, and your obvious desire to assist the industry.

Such a communication is indeed encouraging, and it is impossible to convey to all our friends our appreciation of their kindly criticism. Sometimes we question whether any other trade publication has ever received the encouragement from so many friends as The World.
The Chicago Talking Machine Repair Co. (not incorporated), 129 Dearborn street. The members are R. R. Brown and E. J. Ridenour. Mr. Brown is an all-round practical talking-machine man, who, after a couple of years at the bench in the Talk-a-phone Co.'s factory, came to Chicago and introduced their lines here and in adjoining territories. Later he represented James I. Lyons in Iowa and other Western territory. E. J. Ridenour, the other partner, is a thorough mechanic, and has been connected with large Chicago concerns.

They not only do all kinds of repairing of talking machines, making a specialty of dealers' work, but also handle a full line of repairs of every talking machine made, and state that they can give especially attractive rates on both repairs and parts to dealers.

E. C. Plume, wholesale manager for the Columidian Co., has just come to Chicago and thrown their new line into the market. They not only do all kinds of repairing of talking machines, making a specialty of dealers' work, but also handle a full line of repairs of every talking machine made, and state that they can give especially attractive rates on both repairs and parts to dealers.

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STOP!
A word with you.

YOU would be interested if a man should offer you gold dollars for 50 cents, and you would be interested in a business proposition which would make you a good many dollars on a small investment. Would you not?

Every talking machine dealer knows that the record end of the business is the one that pays, and when you can buy the best records at prices considerably less than is ordinarily charged, it means money for the dealer—does it not?

INTERNATIONAL
10-Inch Records
For Forty Cents

The International 10-inch records are the best on the market to-day. Their reputation has been built up by making quality the keynote of the business, and when you consider the price at which they are sold to retail purchasers (40 cents) it means at once that they have a big selling power. Then when you go further and investigate what liberal discounts we allow, you will see that our proposition is the best one in the record line for dealers and jobbers.

WHY?

Because the International affords better profits, and more of our records can be sold on account of the reduced price.

If you have not seen our records, place an order at once for an assorted dozen or a hundred, and it will mean that you will be pushing the International with vigor and vim. Don’t delay this matter, for a delay means a loss of dollars to you, and it is dollars that most business men are desirous of gaining.

Where orders warrant, we supply special labels if desired. We carry a large stock, and are prepared to fill orders promptly. Just take the matter up with us and you will not regret it.

International Record Company, 42 Washington Street, Auburn, N. Y.
TRADE NEWS FROM ALL POINTS OF THE COMPASS

On the Eckhardt banner of new Columbia jobbers, additions to the long list already published, are The Obit Co., Chicago, a $2,000,000 piano manufacturing concern, with retail branches in a number of leading cities, east, west and south. This is the company's entrance into the talking-machine business and from the initial orders it looks as if they propose pushing that department with their customary energy and resourcefulness. The store is located in Square Phonograph Bldg., Boston, Mass.; Beavry Bros., Haverhill, Mass., and the Portland (Me.) Talking Machine Co. Mr. Eckhardt made a quick trip to Buffalo, N. Y., just before the National Music Expostion, after which he returned to New York, and has announced to inspect the new quarters of the Columbia Phonograph Co.'s branch. The store, a short distance on Main street from the old place, is to be fitted up handsomely, and the stock installed representatively elegant.

The Symphonic Phone-Needle Co., New York, was incorporated with the Secretary of the State at Albany early this month, for the purpose of manufacturing phonographic needles and supplies. Capital, $5,000. Incorporators: J. Archibald Manahan, A. C. Whitehead and J. W. Conway. Their product is illustrated and described in the company's premiere announcement on another page.

For the annual concave of the Mystic Shriner, which assembles in Los Angeles, Cal., in May, J. O. Prescott, one of the sales managers of the American Record Co., a member of eminence and long standing, has made a "blue" record of the Shriner's famous Turquoise March. It is safe to say that in their trip across the continent the New York delegation will be regaled with a vivid experience with Kaiser Wilhelm inside of five minutes, says it took him three years before Pfeiffer would even have a business card issued, and it was the hardest kind of work.

When Pat A. Powers, the jobber of Buffalo and Rochester, N. Y., Pittsburg, Pa., and perhaps other places, was in New York the last time, on his way home he was accompanied to the train by a number of wholesale and jobbing friends, who gave him a great send-off at the Grand Union Hotel. P. P. makes friends like the rolling snowball gathers the beautiful.

The Douglas Phonograph Co., New York, as an example of the existing shortage in goods, declared they could have sold last month 60,000 more Edison records if they could have got them.

The Southern Pacific Co. have recently instituted on their line a system of communication by means of which the conductors and brakemen on all trains may talk with an operator in a telegraph office along the line from any point on the road.

Mr. W. C. Fabri, manager of the St. Louis branch of the Columbia Phonograph Co., has received the following letter from C. N. Vas Buren, of Kohn & Co., the prominent stock brokers: "The talking machine I purchased from you recently is decidedly satisfactory, and as an entertainer it is absolutely par excellence. I have found it a tonic, and since I became the possessor I have never been so happy."
The publishers realize that the machine is a marketable assistant in advertising and popularizing new music. I am deluged every week with professional copies of the latest songs and instrumental pieces from publishers in all parts of the country. Even manuscript copies are submitted before they are printed. We advertise only 24 new selections a month, consequently out of so many numbers very much must be rejected. It is our endeavor to anticipate the demand and to try to determine in advance what will be popular. Public interest in a song is created not only by the talking-machine records, but also by local music dealers and vaudeville artists who use the songs on the stage in the continuous performance circuits.

"We do not always hit it right. Sometimes we make mistakes. Take, for instance, the song, 'Wait Till the Sun Shines, Nellie.' This was first offered to me last June. I was sure the music had the right swing to catch the popular ear, but it seemed as if the words were not well idied. It occurred to me that the words were well suited and I decided against it. For three or four months it had little hearing. Finally, and then, in some unaccountable way it began to be taken up everywhere, and in January I had so many calls for it that we put it in our bulletin. Our next step was 'Wait Till the Sun Shines, Nellie,' catalogue No. 612299, by the Male Quartette, has had a most phenomenal sale, and next to 'In the Shade of the Old Apple Tree' and 'Everybody Works But Us!' it has been one of our biggest sellers. 'Cheyenne' is another song which looks promising.

The Columbia Phonograph Co., General, are preparing to develop and exploit their commercial graphophone and in a manner commensurate with the predicted great future of this valuable device. The American Graphophone Co.'s plant at Bridgeport, Conn., is being enlarged for the same purpose. Their other lines will also be stimulated in a like way, and some great developments in this respect are said to be on the carpet. Regarding this Wholesale Manager Richard looks wise, but is inscrutable, as he always awaits the psychological moment before giving up.

We want you to handle handsomely and easily the Phonograph, Talking Machine and Record. Our phonographs, Talking machines and Records are selling and are making an imposing impression on the Public, and if you handle them you will make money.

The Phonograph is the new idea of the Century. The Phonograph was the Era. The Phonograph was a revolution. The Phonograph is the Future. The Phonograph is to the Nineteenth Century what the Printing Press was to the Eighteenth.

The Phonograph is the Talking Machine. The Phonograph is the Talking Book. The Phonograph is the Talking Letter. The Phonograph is the Talking Telegram. The Phonograph is the Talking Newspaper. The Phonograph is the Talking Magazine. The Phonograph is the Talking Music Room. The Phonograph is the Talking Bible. The Phonograph is the Talking Sermon. The Phonograph is the Talking School. The Phonograph is the Talking Home. The Phonograph is the Talking World.

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To the Trade

Do you find it difficult to get a sufficient supply of first class medium priced cylinder machines—the kind in greatest demand? Have you seen the new

COLUMBIA CYLINDER GRAPHOPHONE

"JEWEL" (BK)

$20

This is a strictly high grade cylinder machine, equipped with tandem spring motor, running three or four records at one winding (the machine can be wound while playing). It is supplied with the new spring contact Lyric Reproducer, same as is used on the $30, $40 and $50 type cylinder graphophones, Oak Cabinet and 14-inch brass horn.

If you do not find it convenient to see samples of this model at any of our stores throughout the country, for a limited period we make the following offer to any responsible dealer:

Try It—Free of Cost!

We agree to express you, prepaid, a sample of this new machine for one week's trial; and if, at the end of that time, you are not satisfied that it is the best $20 cylinder machine you have ever seen, you are at liberty to return it, at our expense.

We know you will have a big demand for this particular machine, which prompts us to make this offer.

Send us your order now, under the above conditions, and it will be attended to promptly.

Columbia Phonograph Company Gen'l
Wholesale Headquarters, 90-92 West Broadway, New York City.

Largest Talking Machine Manufacturers in the World.

Grand Prix, Paris, 1900. Double Grand Prize, St. Louis, 1904.
Active Dealers Wanted Everywhere.
Dealers can obtain our goods from the Jobbing Trade. We are constantly improving and adding new goods to our extensive line.

THE TEA TRAY COMPANY of Newark, New Jersey
COR. MULBERRY AND MURRAY STS., NEWARK, N. J.

WARNING TO THE TRADE.

To All Whom It May Concern:

This is to notify the trade that our suit in the United States Circuit Court against Ellis S. Oliver, of this city, for infringement of Patent No. 751,204, covering our No. 20 Clamp Crane, has now been terminated by the issuance of an injunction against Oliver. He will, therefore, no longer make or sell such a Crane, and we wish to say further that we shall similarly enforce our rights against any other persons or companies who infringe either in making, selling or using Cranes of this kind. We are the sole manufacturers of these goods, and all dealers and users are hereby warned to handle, purchase and use only our products.

March 1st, 1906.
coupled with a prophecy, the other day: "I never have taken much stock in patents, but having changed my mind after studying closely certain claims made by Elbridge R. Johnson in his patents on the tapper arm, this invention has been in the Patent Office two years, and was issued March 13—a month ago—having been subjected to critical inspection of expert examiners apparently belittling the value of my invention. But the real value of the device was allowed, and I am confident it is the fundamental patent in its scope and application as it possesses the basic principles of the tone or tapper arm machine now so popular. Our company also have construction patents for such an arm, but they are subordinate to the Johnson invention, from which the trade will hear before long. It is the goods, and no mistake."

Music publishers are evidently resolved to put a stop to the publishing of the words of their copyright melodies, whole or in part, by the record makers in connection with the publication of catalogues or monthly lists, unless full credit is given. Notices to the effect have been served or parties unwittingly transgressing, and if dealers are indulging in the same practice they will also receive due attention, according to the aggravation of the offense. The publishers are entirely within their rights in this regard, and it is a good thing to occasionally remember that the easiest way is the best when one has the short end of the argument.

For the first time a price agreement or contract for handling their product will be required from the distributors or jobbers and dealers by the Victor Talking Machine Co., Camden, N. J. The blanks were placed before the trade the first of the month, and will become effective June 1. The provisions of these documents are elaborate, each section dealing with some specific condition of the business. Paragraph 13 comes in for the hardest knocks at the hands of the jobbers, possibly on account of the hookey manner as well as the wide latitude allowed dealers by way of cutting off people without a hearing. As one caustic chap remarked: "Suppose they don't like me face, or the size or style of me shoes, or the fit of me coat or collar, or the color of me hair, and they give me the double cross, where do I get off?" Such objections answer themselves, according to the right-thinking, who believe the company are making an excellent move toward a price-protected trade that means more than "words, words, words," as Bill says.

Following a plan, put in force west, of advertising stock for sale to dealers and the public at an inducing price, the Talk-o-phone Co., Toledo, O., following their announcement to this effect in the daily papers in that section, has sent out a letter of invitation to the amount of $100,000 in a week's time. The applications for stock occasioned wonder among investors, and the upper reaches of the local trade wonder at the performance of the Talk-o-phone people calmly remarking: "Watch us grow." The future career of the company is being followed with absorbing interest by the knowing one.

The origin of the monthly lists of talking machine records has for a long time been shrouded in mystery, but Hayward Cleveland, who is now manager of the Columbia retail store at 372 Broadway, New York, claims priority for the idea. He has been using metal cards used by him in 1895-1896, which were used as monthly bulletins. The first of these was headed "Columbia Phonograph Co., Gerr. 1155-1156 Broadway, N. Y., Branch A." We beg to announce that we have added the following popular selections to our stock of Columbia records:

One of the large department stores has put a talking machine to a very novel use in its sheet music department. They have arranged to secure phonograph records of the noted singers for prospective customers, they place a stamp on the record, and when the customers hear it rendered by some well-known artist, they say that as soon as possible they will have cylinder records of the popular and new instrumental selections made.

Commenting upon the item which recently appeared in The Talking Machine World that the Imperial Academy of Sciences in Austria has arranged to secure photographic records of the languages and dialects in Austria, Hungary, which are to be preserved for the enlightenment of future generations, the Cleveland Plain Dealer says: "While the field for this form of collecting is widening it might be pertinently suggested that the American college yell should be included in these interesting archives. To some people the vigorous "rah-rah" and other exuberant syllables in use by the young collegians would prove fully as interesting as the heathenish gottabers and toombling of the New Guinean savages, or the Sanskrit chants of the Hindustanese. So let the addition be made and made as complete as possible, with due cognizance of the fact that "hoorah" is "rah-rah" in the "College Base Ball Game" and the 'O Skeletoon' of our Western Reserve.

Seriously speaking, it may be said, however, that the preservation of the language of the college and the creaky songs of the leading scientific societies throughout the world through the medium of the talking machine. Examples of language and music have been secured in New Guinea, China, and certain sections of India. A party of scientists equipped for this research was sent to Australia last summer and another party is to start for Greenland at an early date. All these records are transferred to special archives phonographs and carefully stored away.

The man who writes that interesting column in the Sun entitled, "Live Topics About Town," has recently been concentrating attention on the talking machine. Sometimes he strikes it right and sometimes the reverse. Here is his latest contribution: "Several of the most popular singers receive the same fee from the companies that manufacture the talking machines that are so popular nowadays. The highest sum is $2,000 yearly as a retainer, and a large share of the gross receipts from the sale of the talking machines for which this system has been found most profitable, as the singers are then ambitious to have their records as perfect as possible, and will sing until the result is good enough to insure a large sale. All records of the noted singers are, however, sold at the regular retail price. But an agent came to the company the other day with a strange request from a prima donna, as follows: "Madame wants to know, she explained, "whether or not you won't raise the price of her records just a little higher than any of the others. You can make it only a quarter more if you like, because it is not on account of the money. You can make it only a quarter more if you like, because it is not on account of the money. You can make it only a quarter more if you like, because it is not on account of the money. You can make it only a quarter more if you like, because it is not on account of the money. You can make it only a quarter more if you like, because it is not on account of the money.

"Strange enough, this appeal was not granted.

"I believe in the practical utility of phono- graphs," said a large breeder of chickens to a representative of The Talking Machine World, "and I am making some experiments with one of my young broods that promises to be very successful. I am trying to train the youngsters into the brooder or to their meals, and now when we want for that purpose I just set them going, and they at once respond to the name of their vocalist. If the voice run as soon as they heard it call them, and sometimes the reverse."

A correspondent of The Sun asked "whether or not Caruso, or any of the other well-known singers of opera, ever sing for talking-machine records?" The answer was yes, of course, and for ten times the largest operative fees, provided the exclusive use of the star's name is obtained. The voices, conversation and personal mannerisms are often so perfectly reproduced as to be of real value for the study of singing as well as for entertainment after the stars themselves are gone.

PHOTOS OF PHONOGRAPHER TALENT

Mr. Dealer—Have you not often been asked: "Do you know where I can get a good photograph of Ada Jones, Arthur Collins, Byron G. Harlan or the other popular singers for the Phonograph?"

"I doubt it," you say. "I don't know where to look."

"Here is his latest

PHOTO FOR TAPER ARM TALKING MACHINES

This is the Tone Regulator that has been such a woman's favorite for so long. Live dealers are selling it everywhere because it enables you to obtain instantly any volume of sound desired from a whisper to the loudest tone.

It is very simple in construction, easily attached to the sound box, and produces a pure, musical and distinct tone, as noted by the ONLY Tone Regulator that does NOT wear the records. JUST OUT. No. 2 REGULATOR, $3.00 CYLINDER MACHINE. Write for circular and special discounts to dealers.

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The Talking Machine World.

William Carleton, an enterprising Chicago dealer, sends us the above photograph with the following explanation:

‘One of the most enthusiastic talking-machine cranks in our neighborhood is William Carleton, Jr., “the kid” in the photograph. In our store we have a great variety of records, but he has his favorites. He likes the Zonophone machine for its big, bright horn, and the American Indian records for their pretty blue color. If left alone he can put a record on the machine and sit it playing himself, which shows unusual aptitude for a three-year-old youngster.

“One Sunday morning we were changing over the stock in our store, and to keep the boy out of mischief placed him with his toys and the Zonophone to amuse himself. We started the machine going with a record and he sat in front of it listening intently. My wife was struck with the earnest expression on his face and snapped the camera. He soon recognized the music as one of his favorite pieces, and cried out gleefully, “It’s an Indian” and we caught him in the pose of the second picture.”

DEVINEAU BIOPHONE ATTACHMENT.

Louis Devineau, of Cleveland, O., has recently perfected an attachment which will enable the owner of any cylinder machine to play disc records of any make. This attachment, which The World had the pleasure of inspecting this week, can be connected without any screw or bolt to the cabinet and can be adjusted in a few seconds. It is operated by friction, so that neither gear nor belt is needed in its operation. This does away with all dirt or oil of any kind. Three twelve-inch records can be played at one time, if left alone.

Our Burnt Leather Post Cards are the quickest-selling and most-noticeable aide ever used by a TALKING MACHINE DEALER—We will send you prepaid 100 cards (100 beautiful designs), with the name of your town stamped on each if desired, for 25 cents. Retail everywhere at 50c. You make a clear profit of $0.50.

Risley-Bird Mfg. Co.
94 Fifth Avenue.
New York.

PRICE REDUCED

To Talking Machine Dealers

The Mirro Trade Review is the oldest publication in the music trade industry. It contains more than fifty pages devoted to the piano trade, musical merchandise news, music publishers’ department and talking machine trade. A special technical department is a regular weekly feature of the publication. A vast amount of valuable information is contained in each issue. The Review has won honors at the great expositions that have ever been won by any other publication in the world.

Grand Prix at the Paris Exposition, 1900
Diploma at Pan-American Exposition, 1905
Silver Medal Charlestown Exposition, 1902
Gold Medal St. Louis Exposition, 1904
Gold Medal Lewis Clark Exposition, 1905

Subscription in United States, Canada and Mexico, $2.00 for 52 weeks. All other countries, $4.00.
We publish the Tamer’s Guide also—a cloth-bound illustrated work of over one hundred pages. Sent postpaid to any part of the world upon receipt of one dollar.

Edward Lyman Bill
Publisher.
1 Madison Ave., New York.

John Bull’s Message to Uncle Sam

GOOD LUCK TO YOU, BOYS!

I want to call your attention to the TALKING MACHINE NEWS, which circulates throughout the whole of the British Islands, and goes all over the world besides. Contains all about everything relating to talking machines, and is invaluable to manufacturers, wholesalers and dealers alike. “The Talking Machine News” is published on the first and fifteenth of each month during January, February, March, October, November and December, and on the first of each month during April, May, June, July and September. Annual subscription, four shillings and sixpence. Specimen copy free on request.

The Publisher,
1. St. Martin’s Court, Fleet Street. • • • LONDON, E. C.
The Neophone, Limited, have registered a new device called a "Regro-Neg" for use upon any sound arm disc machine. This allows of the playing of their records upon other instruments than the Neophone, thereby effecting users a most important facility and advantage, and a vast saving in the future purchase of records. The price of this special reproducer is five dollars.

Charles J. Hopkins, who was formerly assistant manager of the Columbia Phonograph Co.'s store in Baltimore, and who was also connected with the display made by this company at the expositions in Paris and St. Louis, and later manager of St. Petersburg, is now connected with the sales dept. of the Columbia Co. in this city. He is a gentleman of great ability, who understands every phase of the business and is certain to make quite a record here.

In the suit of the Gramophone & Typewriter, Ltd., against C. & J. Ullmann, the proprietors of the Odeon talking machine, alleging infringement of their patents on the tapered arm, and referred to in this letter last month, Justice Farwell in the Chancery Division on February 15, after hearing the evidence, suspended judgment until a later date. The reserved judgment of Justice Farwell was given in the Lord Chancellor's Court on March 5 in favor of the plaintiffs, for damages and granting a certificate that the validity of the patent had come into question in the suit. A. W. Cameron, managing director, is now in New York. Special very beautiful records have recently been made for the Neophone, Limited, by Sig. Mario Massa, the well-known operative singer, who has been often heard at Covent Garden. He has a tenor voice of great power and purity, and the dozen or more records he has made for this company are remarkably effective. Speaking of this company brings to mind that A. W. Cameron, managing director, is now in New York. So great have been the inquiries and demands from the States for Neophone specialties that the step was deemed necessary. Business with this company is exceedingly satisfactory. They are having quite a demand for the records of the Garde Republicaine Band of Paris, which recently played in this city.

There are few busier establishments in London than that of the Russell Hunting Record Co., Ltd., who are constantly adding to their catalogue. Their line now is most extensive, and is in great demand not only in the United Kingdom but throughout the colonies.

Sir Tollenache Sinclair is still presenting Columbia phonographs and records to public institutions throughout the country, and it is probable that before he has finished he will have distributed more than three hundred graphophones and eight thousand ten-inch discs. At first his gifts were confined to hospitals in the metropolitan area, but now they cover all parts of Great Britain and Ireland, and include many of the smaller hospitals, insane asylums, workhouses and homes for the aged. As a writer in the Talking Machine News figures it: "There are about 150 hospitals which have an average of 100 beds occupied daily, aggregating 34,441 beds occupied every day in the year. This means one machine for every 366 beds. A hospital bed changes occupants an average once every 20 days, or 15% changes per year. Since there are 34,441 beds in the hospitals included in the gift, we should like to send you samples so that you can judge for yourself as to whether our statements are correct. We sell millions of needles every month and every customer is satisfied. Our customers re-order, this shows that our goods are giving satisfaction.

**THE PERFECT.**—This is made in three tapers as shown above—1/16 taper is the regular standard size needle, 3/16 taper is the same size but louder, 1/16 taper is very loud.

**THE MEDIUM.**—This is a first class needle for small apartments, gives a rich mellow tone, not as loud as the perfect.

**THE QUIET.**—Just the thing for anyone wishing a low sweet tone.

The Perfect and Medium packed in boxes of 300 end 1000 and in envelopes of 100. The Quiet needle packed in envelopes of 200 only. We will be pleased to quote you prices in quantity.

**AMERICAN TALKING MACHINE COMPANY**

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

LARGEST TALKING MACHINE HOUSE IN THE CITY.
WARNING---INJUNCTION NOTICE

TO ALL DEALERS IN EDISON PHONOGRAPH S AND PHONOGRAPH SUPPLIES WITHIN THE STATE OF NEW YORK.

Attention is called to the following Decree of the United States Circuit Court for the Southern District of New York, granting an Injunction restraining the National Phonograph Company, and its Agents and Dealers from selling or leasing phonographs and supplies therefor within the State of New York excepting through the New York Phonograph Company:

CIRCUIT COURT OF THE UNITED STATES,
Southern District of New York.

New York Phonograph Company, Complainant,


Injunction.

The President of the United States:

To National Phonograph Company, its officers, agents, clerks, servants, employees, attorneys, successors, assigns, associates, dealers, confederates and all persons in privity with said National Phonograph Company:

Whereas it has been represented to us in our Circuit Court of the United States for the Southern District of New York, that National Phonograph Company has trespassed and infringed upon and wrongfully invaded the rights of complainant, New York Phonograph Company, by selling and by leasing, and by causing to be sold and by causing to be used by others than complainant, within the State of New York, phonographs and supplies therefor, and by selling for use, and by leasing for use, by others than complainant, within the State of New York, phonographs and supplies therefor in violation of the provisions of and of the rights of the complainant under certain contracts as extended bearing date October 12, 1888, between the North American Phonograph Company and the Metropolitan Phonograph Company and also between Thomas A. Edison, the Edison Phonograph Company, the Edison Phonograph Works, the North American Phonograph Company and Jesse H. Lippincott, and a contract bearing date the 6th day of February, 1889, between the North American Phonograph Company and John P. Haines, and a contract bearing date July 1, 1893, between complainant and the North American Phonograph Company, and the North American Phonograph Company, and:

And, Whereas, by a certain decree entered herein May 2, 1905, in the office of the clerk of the Circuit Court of the United States for the Southern District of New York, it was, among other things, ordered and decreed that an injunction do issue against you, the said parties above mentioned, restraining you, the said parties, in the manner as hereinafter mentioned: And whereas said decree entered herein May 2, 1905, has been affirmed on appeal by the United States Circuit Court of Appeals for the Second Circuit, as appears by the mandate of said court filed March 23, 1906, in the office of the clerk of the Circuit Court of the United States for the Southern District of New York:

Now, THEREFORE, we do strictly command, enjoin and restrain you, the National Phonograph Company, and you, its officers, agents, clerks, servants, employees, attorneys, successors, assigns, associates, dealers, confederates and all persons in privity with the National Phonograph Company, and each and every of you under the penalty that may fall thereon, perpetually from directly or indirectly selling or leasing within the State of New York, phonographs and supplies therefor, to others than complainant, and from using within the State of New York, phonographs and supplies therefor, and from causing to be sold or causing to be leased or causing to be used, within the State of New York, phonographs and supplies therefor, by others than complainant, and from selling for use or licensing for use within the State of New York, phonographs and supplies therefor, by others than complainant, in violation of the provisions of and of the rights of the complainant under certain contracts as extended, bearing date October 12, 1888, between the North American Phonograph Company and the Metropolitan Phonograph Company and also between Thomas A. Edison, the Edison Phonograph Company, the Edison Phonograph Works, the North American Phonograph Company and Jesse H. Lippincott, and a contract bearing date the 6th day of February, 1889, between the North American Phonograph Company and John P. Haines, and a contract bearing date July 1, 1893, between complainant and the North American Phonograph Company.

WITNESS the Honorable Melville W. Fuller, Chief Justice of the United States, at the City, County, and Southern District of New York, this 26th day of March, 1906.

John A. Shields, Clerk.

LOUIS HICKS,
Of Counsel.

New York Phonograph Company hereby gives notice to all Agents and Dealers in Edison Phonographs and Supplies within the State of New York, that it will enforce its exclusive rights under the foregoing Injunction, and will also hold them liable for damages and profits for any infringement of its exclusive contracts.

Attest. [Seal.]
James L. Andem, Secretary.
HANSDOME COLUMBIA EXHIBIT.

At the Office Appliances and Business Systems Show in Chicago.

(Special to The Talking Machine World.)

World Office, 196 Wabash Ave.,
Chicago, Ill., April 9, 1906.

Talking machines for office purposes cut a big swath at the Office Appliance and Business Systems Show at the Coliseum, Chicago, which was held March 17-24. They were more in evidence than last year, and the companies exhibiting secured good results. That has developed already

1893, and is practically the pioneer in the commercial branch of the talking-machine business in Chicago. He has witnessed the business grow from infinitesimal to very imposing proportions, and has seen the commercial machine advance from an experiment to a point where it has conquered all previously existing prejudices, and has taken its place among the recognized means of saving time and labor in the great business offices.

FRIEDERICHS HANDSOME QUARTERS.

Julius A. J. Friederich, the well-known piano, musical merchandise and talking machine dealer of Grand Rapids, Mich., will soon have talking machine quarters which will vie with anything in the country. For forty years, Friederich, the capable man who has had charge of the small goods and talking

machine departments for many years, has been working on the details for some months and has made trips to Chicago and other centers in search of ideas, many of which he got and some of which he has succeeded in improving upon. The third floor of the building adjoining the Friederich building has been secured and is now being remodeled. A passageway has been cut through, and a few steps from the elevator shaft at the third-floor landing, the Friederich building will vie with anything in the world in regard to the new talking-machine department.

There are three record rooms, one large one which will be used for public programs, and other quarters for private recitals. A large room on the same floor will be for music merchandise, cabinets, etc., although a line of samples will also be carried on the first floor.

Another department of the building will be devoted to looking to the handling and exploiting of the talking machine department. Some time since, this house became jobbers on quite a large scale, and they are greatly enlarging their facilities for this branch of the business.

A BIG ORDER.

What is considered one of the largest single

The talking machine department at the Coliseum, Chicago, which was held March 17-24. They were more in evidence than last year, and the companies exhibiting secured good results. That has developed already

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THE TALKING MACHINE WORLD.

OUR FOREIGN CUSTOMERS.

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

(Special to The Talking Machine World.)


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

**MARCH 12.**

Bombay, 21 pkgs., $954; Berlin, 26 pkgs., $599; Buenos Ayres, 50 pkgs., $600; 22 pkgs., $749; 53 pkgs., $1,153; Corinto, 3 pkgs., $425; Callao, 11 pkgs., $355; Cienfuegos, 5 pkgs., $254; Calabrias, 19 pkgs., $415; Glasgow, 16 pkgs., $265; Hamburg, 17 pkgs., $355; Havana, 53 pkgs., $1,468; Havre, 10 pkgs., $266; London, 117 pkgs., $1,639; 57 pkgs., $2,234; 657 pkgs., $7,961; 90 pkgs., $3,616; La Guaria, 5 pkgs., $185; Liverpool, 6 pkgs., $165; Manazan, 4 pkgs., $124; Melbourne, 10 pkgs., $332; Montevideo, 10 pkgs., $275; 11 pkgs., $191; Manila, 24 pkgs., $1,545; Rio de Janeiro, 3 pkgs., $415; Sheffield, 1 pkg., $100; Vera Cruz, 8 pkgs., $165; Sydney, 407 pkgs., $5,238.

**MARCH 19.**

Bombay, 15 pkgs., $356; Brussels, 106 pkgs., $865; Callao, 7 pkgs., $840; 7 pkgs., $417; Calcutta, 6 pkgs., $162; Cape Town, 13 pkgs., $320; Cardenas, 11 pkgs., $194; Colon, 7 pkgs., $277; Genoa, 60 pkgs., $2,015; Glasgow, 37 pkgs., $644; Havana, 31 pkgs., $467; 27 pkgs., $1,121; Havre, 5 pkgs., $235; Limon, 3 pkgs., $165; London, 8 pkgs., $148; 109 pkgs., $6,677; 767 pkgs., $6,232; Progresso, 4 pkgs., $126; Sheffield, 25 pkgs., $213; Valparaiso, 2 pkgs., $149; 35 pkgs., $1,388.

**MARCH 26.**

Batavia, 3 pkgs., $259; Berlin, 137 pkgs., $1,795; Buenos Ayres, 5 pkgs., $200; Callabri, 9 pkgs., $148; Callao, 16 pkgs., $408; Colon, 1 pkg., $125; Guayaquil, 6 pkgs., $100; Hamburg, 10 pkgs., $805; Havana, 20 pkgs., $737; 20 pkgs., $1,125; Havre, 24 pkgs., $408; Iquitos, 4 pkgs., $101; Kobe, 3 pkgs., $130; La Guaria, 10 pkgs., $258; Limon, 6 pkgs., $103; London, 4 pkgs., $117; 10 pkgs., $3,790; 78 pkgs., $15,846; Manila, 12 pkgs., $855; Milan, 26 pkgs., $1,304; Naples, 2 pkgs., $109; Para, 5 pkgs., $725; Santa Barbara, 3 pkgs., $130; Santiago, 7 pkgs., $104; Santor, 4 pkgs., $123; Vera Cruz, 13 pkgs., $200; Vienna, 20 pkgs., $1,000.

**APRIL 2.**

Asuncita, 13 pkgs., $208; Berlin, 169 pkgs., $908; Bombay, 33 pkgs., $731; 35 pkgs., $634; 4 pkgs., $132; Brussels, 115 pkgs., $940; Colon, 4 pkgs., $235; Cardenas, 6 pkgs., $178; Guayaquil, 5 pkgs., $138; Glasgow, 43 pkgs., $365; Havre, 19 pkgs., $732; Havana, 10 pkgs., $466; 20 pkgs., $146; 781 pkgs., $7,342; 97 pkgs., $8,223; Liverpool, 70 pkgs., $558; Manchester, 4 pkgs., $365; Milan, 25 pkgs., $1,040; Naples, 1 pkg., $130; Rotterdam, 5 pkgs., $300; Rio de Janeiro, 5 pkgs., $331; Sydney, 569 pkgs., $12,513; St. Petersburg, 12 pkgs., $447; Tampico, 5 pkgs., $510; Vera Cruz, 15 pkgs., $190; Vienna, 21 pkgs., $625; Valparaiso, 4 pkgs., $55.

REDUCTION IN "TALKER" FREIGHTS.

Commenting upon recent freight reductions in talking machines, the Portland Oregonian says:

"A step that promises to increase the number of phonographs and other talking machines in the handsomest talking machine stores in Canada and will carry, among others, the Columbia machines and records. B. J. Marke, formerly manager of the Columbia Phonograph Co.'s store at Hamilton, Ontario, is the proprietor.

The E. E. Forbes Piano Co., of Birmingham, Ala., have recently increased their capital stock from $200,000 to $500,000. One of the causes for this move was taking on the talking-machine business, which this concern are to push extensively.

W. E. Gluimoro, president of the National Phonograph Co., Orange, N. J., is in the salubrious climate of South Carolina enjoying a brief respite from pressing business cares. He will return north next week.

THE LATEST :: THE CABINET :: PHONOGRAPH

**ALUMINUM HORN**

Base and all Parts Brightly Nickeled. Finely grained Oak Cabinet, highly polished, with Nickeled Attachments.

We sell ALUMINUM HORNS separately, also.

THE EDWIN A. DENHAM COMPANY, INC.

London 31 Barclay Street, New York, U. S. A.
In a talking machine, where an amplifying horn is employed for delivering the reproduced sounds, it is desirable and advantageous in obtaining the highest degree of efficiency in the quality and volume of the tone reproduced to employ not only a large horn, but also to locate the small end of the horn as near as possible to the sound box or reproducing mechanism. By locating the small end of the horn in this manner so that the sound conducting tube or passage would flare outwardly, it allows the sound waves to advance with a regular, steady and natural increase in their wave fronts in a manner somewhat similar to that of the ordinary musical instruments, thus obviating the well-known disadvantages due to long passages of small and practically constant diameter. It is also desirable to avoid abrupt turns in the sound conducting tube or passage. It is, therefore, the object of this invention to provide a talking machine with an amplifying horn meeting these requirements and at the same time to reduce the size, length and weight of the horn, so that it can be conveniently transported.

In the drawings, Fig. 1 is a side elevation of the improved construction as applied to the talking machine; Fig. 2, a horizontal sectional view of the small end or hollow arm portion of the amplifying horn, showing the means to allow of the vertical movement of the sound box; Fig. 3, a vertical sectional view showing the means whereby the larger portion of the horn is adjustably mounted and the hollow arm or lower portion of the horn is pivoted so as to communicate therewith; Fig. 4, a plan view of the end of the support for the larger portion of the amplifying horn; Fig. 5, a view of the yoke for holding the same in position upon its support, and Fig. 6, a plan view of the end of the hollow arm or pivoted portion of the amplifying horn.

Horn for Receiving and Delivering Sound.

Leonard L. Terhune, Newark, N. J. Patent No. 14,591. This invention relates to improvements in horns for use in receiving and concentrating sound and for delivering and amplifying sound, and is particularly applicable to recording and reproducing horns on talking machines.

The object of the invention is to construct a horn made of one piece of material having the ferrule formed integral with the body of the horn, thereby reducing the cost of manufacture considerably and producing a more rigid and durable construction. Heretofore it has been customary to form the conical body of the horn in one piece and the cylindrical ferrule of the horn of another piece and then uniting the two pieces by soldering them together. This construction has been very objectionable in view of the fact that the acid used in the soldering process would invariably run into the seam of the conical part of the horn and prevent the attachment of which the horn is usually covered from adhering to the seam at that particular point where the acid would run.

In the accompanying drawings, Figs. 1 and 2 are longitudinal views of a horn in which this improvement is shown. Figs. 3 and 4 are end views of the same, illustrating the seam of the horn in one case, as in Fig. 4, out the ferrule and the seam in Fig. 4 on the inside of the ferrule. Figs. 5, 6 and 7 are partial longitu- nal views of a horn in which modified forms of the improvement are shown. Fig. 8 shows a horn blank placed upon a tapering mandrel with the forming die arranged above its preparatory to forming the cylindrical ferrule thereon. Fig. 9 shows the finished horn on the mandrel with the die in position. Fig. 10 shows a horn blank placed upon a tapering mandrel with the forming die, consisting of three rollers suitably mounted above the same preparatory to forming the cylindrical ferrule thereon. Fig. 11 shows a modified form of mandrel.


The object of this invention is to provide an amplifying horn, principally for use with talking machines, of such a character that the same will have all the material advantages of a single horn connected directly to the sound box, but without having the disadvantages due to long passages of small and practically constant diameter, to the weight of the bell portion of the amplifying horn, and to abrupt turns in connecting tubes.

This application is a division of prior application, filed February 12, 1906, Serial No. 143,060, which covers certain features of the invention of talking machines which are shown, but not claimed herein.

The subject matter of this application particularly pertains to the sound conducting portions considered as a continuous tapering horn having joints therein to allow movement of the sound box and the adjustment of the position of the bell portion of the horn.

In talking machines with which amplifying horns are used for delivering the reproduced sounds it is desirable to obtain the highest degree of quality and volume of tone that is possible. To this end large horns are used, but the weight of such horns must be so distributed as not to cause any bearing upon the sound box to increase the weight on the stylus or needle or otherwise interfere with the free movement thereof. Heretofore the amplifying horn in the usual form of talking machines has been carried by a pivoted arm, to the end of which is attached the sound box, which has direct communication with the small end of said arm, and such a construction materially affects the operation of the sound box when the horn is changed in direction or position to some extent.

One special object, therefore, of this invention is to provide such an amplifying horn that the effect will be the same as though the horn were connected directly to the sound box, as in the former types of talking machines, without the disadvantages due to the weight of the horn and without employing long passages of small and practically constant diameter, while the larger end of the horn may be directed to any point of the compass without affecting the sound box or the position of the machine.

Fig. 1 is a side elevation of the improved talking machine; Fig. 2 a horizontal sectional view of the small and practically constant diameter, and the hollow arm or lower portion of the amplifying horn, showing means to allow of the vertical movement of the sound box; Fig. 3, a sectional view showing means whereby the larger portion of the horn is adjustably mounted and the hollow arm or lower portion of the horn is pivoted so as to communicate therewith; Fig. 4, a plan view of the end of the support for the larger portion of the amplifying horn; Fig. 5, a view of the yoke for holding the same in position upon its support, and Fig. 6, a plan view of the hollow arm or pivoted portion of the amplifying horn.

The No. 5 Horn is the latest and most approved style on the market. Our horns are noted for their beauty and amplifying qualities.
The primary object of this invention is to provide means for use in connection with a phonographic reproducer for producing impulses in the air directly corresponding to the undulations in the record without the intervention of a solid sound distributor, such as a diaphragm, thereby preserving the character of the sound waves without any scratching, rattling or other extraneous noises. Another object of the invention is to provide for amplification of the sound to any desired extent and for regulation or variation of the intensity of the sound.

The invention comprises, in connection with a reproducer and means for moving a record in co-operative relation therewith, a valve responsive to the movements of the reproducer and an elastic fluid pressure means having an outlet controlled by said valve, the movement of the valve being transverse to the movement of the fluid through the valve and the construction of the valve being such that there is no pressure on the valve due either to the pressure of the fluid or to the movement of the fluid.

The accompanying drawings illustrate the invention. Fig. 1 is a plan of a phonograph provided with the invention. Fig. 2 is a vertical section on the line x'x" in Fig. 1. Fig. 3 is a diagram showing the application of the device as a relay for telephones.

The following is one of three claims made for this invention:

"1. A needle attachment for gramophones and the like, comprising a socket arm attached to the sound producing means, said socket arm having a diamond shaped socket therein adapted to receive a needle and hold the same jammed with no lateral freedom when resting on the record and means external to said socket acting on the portion of the needle which projects therefrom for holding the needle in the socket, substantially as described."

Referring to the accompanying drawings, Fig. 1 shows an elevation of a gramophone reproducer with one form of the improved attachment, Fig. 2 being a sectional plan of the socket.

The object of this invention is to provide a ready means of producing disc tailing machine records of a wax composition or the like in such a manner as to enable said records to be utilized in connection with the usual apparatus employed for reproducing the permanent records of trade and at the same time protect such records from accidental injury through being scratched or rubbed together. This device also secures the ready tracking of the recording stylus in making said sound records on the improved blanks, resulting in the sound record being made in the form of a volute spiral on the disc. These objects are attained by the means illustrated in drawings herewith, and in which Fig. 1 shows a top or plan view of one form of the improved device. Fig. 2 shows a cross-section on line G H of Fig. 1.

The object of this invention is to provide an improved means whereby phonographs, graphophones and other sound reproducing machines may be utilized in the teaching of music, and particularly in teaching absolute pitch. A further object of the invention is to provide an improved form of indicating device in the nature of an attachment which may be made and sold as a separate article of manufacture and applied to existing sound reproducing machines or which may be constructed as part of a machine during the manufacture of the latter.

A still further object of the invention is to provide for the adjustment of the indicating means in accordance with the pitch and tempo at which a record is made, so that in reproducing the record the speed of the machine may be adjusted until the selection is being reproduced at the pitch and tempo of recording, after which the indicating means may be adjusted until the key symbol of reproduction is in correct position.

The speed of the machine may then be increased or diminished, each movement affecting a simultaneous adjustment of the indicator and the latter showing the new key of reproduction it being possible to produce any composition in every possible key in true relation to the tonal center and to indicate the correct key of reproduction, so that the pupil may readily follow the selection on the charts previously referred to, a separate chart being prepared for each key.

In the accompanying drawings. Fig. 1 is a front elevation illustrating a portion of a phonograph reproducer and means for moving a record in connection with the usual apparatus employed for reproducing the permanent records of trade and at the same time protect such records from accidental injury through being scratched or rubbed together. This device also secures the ready tracking of the recording stylus in making said sound records on the improved blanks, resulting in the sound record being made in the form of a volute spiral on the disc. These objects are attained by the means illustrated in drawings herewith, and in which Fig. 1 shows a top or plan view of one form of the improved device. Fig. 2 shows a cross-section on line G H of Fig. 1.

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"Be a 20th Century Dealer!"

If we offered you the service of our Singers, Orchestra and Band for a series of concerts at your store, you would gladly accept. As our artists are all busy making records to supply the demand for new and popular selections, we can't loan them for even a day, but we offer what will accomplish exactly the same result, and bring you as many dollars—namely, the

20th CENTURY GRAPHOPHONE

You have heard of it; have you ever heard it? This machine involves an entirely new principle of sound reproduction, producing the full volume and exact tone quality of the original. An ordinary Cylinder Record, of any make, when reproduced on this machine, increases the volume of sound to sixteen times louder than any other talking machine in the world. Sound wave tests in the laboratory show this. Think what this means to you, Mr. Dealer, when you employ this machine to play records for your customers.

You know that the better your Reproducing Machine, the more Records you sell. The 20th Century Graphophone sells Records as no other machine can possibly do.

The price, retail, is $100, without the horn. Liberal Discount given the trade.

Write us today for particulars regarding the 20th Century Graphophone.

COLUMBIA PHONOGRAPH CO., Gen'l

WHOLESALE HEADQUARTERS
90 & 92 WEST BROADWAY.
NEW YORK CITY

LARGEST TALKING MACHINE MANUFACTURERS IN THE WORLD
Grand Prize, Paris, 1900 Double Grand Prize, St. Louis, 1904

WE WELCOME LIVE DEALERS EVERYWHERE

NOTE—The mandrel of the 20th Century Graphophone accommodates the Half-Foot Length Records which are now being made by this Company exclusively (Price, 50c each).
The real wonder and novelty of Dr. Cahill's invention lies in the fact that the telharmonium does not, like the phonograph, reproduce music but actually makes it, and in an entirely new way. What the operator plays on are a number of little specially arranged dynamos. These are so connected to the keyboard, which is arranged like that of an organ, that the depression of a certain note, A for instance, causes a current in the transmitting wires which produces a vibration in the telephone receiver at the other end of the line just like that following the playing of A on a piano.

The person with the receiver at his ear hence hears the A as if it were played upon a piano. In other words, the note is not actually made until the current reaches the receiver at the end of the wire. So that this little two-inch contrivance is the actual music producer of the telharmonium.

It is wonderful enough that any sort of a tune can be played on such a simple little device, but when Dr. Cahill states that any note of any quality and timbre—violin, flute, piano, organ, clarinet, etc.—can be accurately reproduced by the telharmonium, and further, that the combined harmonies of these various instruments, as they occur in bands and orchestras, can also be accurately produced by a single performer at the keyboard, one's wonder becomes perilously near to skepticism.

These claims, however, seem to be well authenticated, and it is announced that in about three months one of the new machines is to be set up in this city. If this is the case, the public will soon be able to test Dr. Cahill's claims.

The telharmonium must, obviously, be a very complicated and hence expensive machine. The one at present in Dr. Cahill's Holyoke laboratory is said to have cost about $200,000. This excessive cost is seen to be of no great importance when it is remembered that one machine will probably be able to supply from 7,000 to 10,000 subscribers.

In receiving the electrical music the ordinary telephone receiver is screwed into the end of a horn, like that used on the phonograph. The music is said to be loud and clear, one receiver filling a good-sized room and entirely free from the disagreeable rasping and scraping accompaniments so common in the reproductions of some of the cheaper styles of talking machines.

Lord Kelvin, during his recent visit to this country, is said to have examined and been greatly impressed by Dr. Cahill's instrument. A local electrical engineer who has been up to Holyoke and heard the telharmonium, describes its tones as beautifully clear and pleasant to the ear. As to the genuineness and revolutionary character of the discovery, therefore, there seems no doubt.

A recent issue of the Electrical World speaks of it as "the birth of a new art," one of "the notable achievements of our modern day," the "creation of another great electrical industry."

The company which will put this unique instrument upon the market is capitalized at $750,000. Its officers are: President, O. T. Crosby; vice-president, F. C. Todd; treasurer, A. H. S. Post; secretary, H. F. Stevenson.

The instrument will be given its first trial in New York City. It has been estimated that service can be supplied private residences, restaurants, saloons, churches, schools, hospitals, theaters, hotels, barber shops and other places at rates ranging from 20 cents a day to $10 a day.

DOUGLAS CO. EXPANDING.

At the Douglas Phonograph Co., New York, the business quarters have been remodeled so as to provide a commodious private office for C. V. Henkel, president and general manager, and the accommodation of his private secretaries. It is handsomely finished in oak and cathedral glass and appropriately furnished.

Several important Edison patents expire April 3—and thereby hangs a tale, the quid nuncs say.

INCREASE YOUR RECORD BUSINESS

THE TRAY SYSTEM FILLS THE LONG-FELT WANT.

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

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

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

Manufactured by BOSTON CYCLE & SUNDRY COMPANY, J. M. Llyscott, Manager.

48 Hanover Street, BOSTON, MASS.
THE TALKING MACHINE WORLD.

BULLETIN No. 4, AMERICAN RECORD CO.

Sheble Mfg. Co. for the attractiveness of the employ, is the best salesmen any manufacturer can employ. We therefore send copies of this pamphlet free to all interested parties, and have arranged several of the floral horns in their natural colors. They are displayed in the windows, and has filled them with artificial flowers to form a background and setting.

The winer of one of the uptown dealers, has become so great that the Edison Co. are making graphs and records to meet the demands of their customers. The Strong & Williams Co., of East Orange, is a corporation which filed a certificate in New Jersey last week for the purpose of manufacturing phonographs and graphophones.

A handsome printed pamphlet has just been issued by the Hawthorne & Sheble Mfg. Co., of Philadelphia, in which they illustrate their line of flower horns in their natural colors. They are mailed copies of this pamphlet free to all interested parties. Nicely constructed printed matter, is the best salesmen any manufacturer can employ, and we congratulate the Hawthorne & Sheble Mfg. Co. for the attractiveness of the pamphlet in question.

BARTHOLOMEW SONGS BY EDDY O. BRENNER, OUCH. ACCOM.

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

HOPKINS BROS. CO. GREAT EDISON TRADE

(Special to the Talking Machine World.)

Des Moines, Ia., April 8, 1906.

Hopkins Bros. Co., of this city, recently received a large shipment of Edison phonographs and records to meet the demands of their business. The call for this line of goods has become so great that the Edison Co. are making arrangements for 15,000 records and raising their present office eight feet and placing private booths in this place, where parties can be shown the goods unobstructed. When completed, the company will have room for more than fifty thousand records, and for between two and three hundred machines.

AN EASTER WINDOW DISPLAY.

An Easter phonographic display is the conception of one of the uptown dealers. He has arranged several of the floral horns in his windows, and has filled them with artificial flowers suitable to the occasion, while imitation rabbits are supporting other horns which contain brightly colored eggs. Records sung by prominent artists, with songs and hymns appropriate to that festival, form a background and setting. The window attracts every passerby, and has been the means of selling a number of instruments.

The Strong & Williams Co., of East Orange, is a corporation which filed a certificate in New Jersey last week for the purpose of manufacturing phonographs and graphophones. Capital, $500,000. Incorporators: James Strong, W. H. Williams, E. Williams, all of East Orange.

A Line That Goes Well With Talking Machines

Prices From $9 to $250

Write for Catalogue and Prices

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

The Imperial Record

which, as everybody knows, is the best made, is now retailed at Sixty Cents.

Mr. Dealer:

The success of your talking machine business depends upon the ability of your jobber to give you prompt service.

"OUR DEALERS SUCCEED"

We job all makes of machines and records.

JAMES I. LYONS
Wholesale Only
194 E. VAN BUREN ST.
CHICAGO, ILL.

Send for our complete alphabetically arranged list of all makes of records.
In the suit of the Tea Tray Co., of Newark, N. J., against Ellis B. Oliver, for infringement of Clamc Crane.

Infringement of Clamp Crane.

Order from United States Circuit Court for

$6.00.

We, therefore, in consideration thereof, and also of the particular matters in the said bill set forth, do hereby demand and enjoin you, Ellis B. Oliver, your servants, workmen, and agents, and all others, under your order or command, and every person using or dealing directly or indirectly with any of the said goods, or anywise counterfeiting or using the same, or anywise dealing in any manner upon the said claims or any of said Letters Patent, or upon complainants' rights thereunder. Witness the Honorable Melville W. Fuller, Chief Justice of the Supreme Court of the United States of America, at Portland, January 1, A. D. 1900, and in the one hundred and thirty-first year of the Independence of the United States. (Signed) H. R. Oliphant, Clerk of Circuit Court.

The Tea Tray Co. state in this connection that the suit against Oliver has been terminated with the issuance of this injunction, and added: "He will therefore no longer make or sell such a crane, and we wish to say further that we shall strictly enforce our rights against any other persons or companies who infringe either in making, selling or using cranes of this kind. We are the sole manufacturers of these goods, and all dealers and users are hereby warned to handle, purchase and use only our products. As heretofore, the Tea Tray Co., of Newark, N. J., stands ready to supply this crane to the trade, and all orders will receive careful attention."

ENTERTAINMENT BY WIRE.

Reproductions of Graphophone Talks and Songs by Telephone Proves a Great Success at the Annual Banquet of the Ad. Men's League in Portland—Remarkable and Highly Interesting Demonstration.

At the annual banquet of the Ad. Men's League, held recently in the spacious Hall of the Commercial Club in Portland, Ore., one of the novel features of the evening was a reproduction of graphophone talks and songs over the telephone which were plainly heard and enjoyed by all the banqueters. The local telephone company, at great expense, wired the hall so as to connect them with their telephone exchange, in which they had the Columbia Phonograph Co., six blocks from the dining hall. Suspended from the ceiling, in various parts of the hall, were graphophone horns attached to telephone receivers. The banqueters were amazed to hear actual conversations, over the telephone, coming from long-distance points. The genuine telephone messages sounded somewhat blurred and indistinct, but the graphophone sounded distinct, without the slightest metallic ring or buzz. It was placed opposite a telephone transmitter in the sales-room of the Columbia Phonograph Co., and played various selections. It proved so much more of a success than the actual vocal messages, that it was substituted for a genuine song and dance. Murray and Mack, comedians of one of the local theatres, had been engaged to render one of their songs over the telephone. As a result of a previous rehearsal it was discovered, says the Columbia Record, that if they sang into the graphophone and the machine was used to transmit the music through the telephone system, the result was far more clear and pleasing than if they had sung directly into the telephone. As a consequence their selections were rendered in this way. The dinners supposed they were listening to Murray and Mack direct, when as a matter of fact they were listening to the song sung earlier in the day and therefore coming to them by a Columbia record via the telephone. Owing to the number of horns the words and the music were exceedingly clear and soft, producing a very pleasing effect. The arrangements which resulted so successfully were in charge of Manager Smith, of the Columbia Phonograph Co., and the Columbia Phonograph Co., thus recording their appreciation of what they pronounced to be the chief hit of an occasion which was as full of hits as a porcupine is full of quills.

COLUMBIA IN PETERBORO.

The Columbia Phonograph Co. has appointed Charles Munden agent for their line in Peterboro, Ont.
Leading Jobbers of Talking Machines in America

OLIVER DITSON COMPANY
Have the only complete stock of
Victor Talking Machines
and Records
in America, and confine
themselves to retailing and
jobbing only Victor goods.
ISO TREMONT STREET, BOSTON, MASS.

The Talking Machine World.
No order too large.
*Phone 665 Gramercy
32 East 14th St.
Complete Stock
Phonographs and Records
ROBT. R. SMALLFIELD
DAVENPORT, IOWA.
Columbia Graphophones,
DISC AND CYLINDER RECORDS
AND SUPPLIES.
No order too large. \( \times \) None too small.

O. F. KAUFFMAN,
READING, PA.
Largest and Most Complete Stock
of New Spring Contact Reproducer
Graphophones and COLUMBIA Xp
Gold Moulded Records in Central
Pennsylvania.
ORDERS FILLED THE DAY RECEIVED.

I. DAVEGA, Jr.
Jobber at
Edison Phonographs
and Victor Talking Machines
Supplies of all kinds
Largest Stock of Records
Write for our prices on Horns and Stands
W. R. Freeland
Branch Manager
125 W. 125th Street
NEW YORK
H.O. Third Ave.

HARGER & BLISH
Western Distributors for the
VICTOR COMPANY
It's worth while knowing, we never
substitute a record.
If it's in the catalog we've got it.
DUBUQUE, IOWA.

FINCH & HAHN,
Albany, Troy, Schenectady.
Jobbers of Edison
Phonographs and Records
100,000 Records
Complete Stock Quick Service

Powers & Henry Co.
619-622 Penn Ave., Pittsburgh, Pa.
Victor Distributors
Edison Jobbers
Columbia Representatives
Everything in Machine
Records and Supplies
A Million Records in Stock,
including the personal records of
P. A. Powers and W. E. Henry

S. B. DAVEGA,
EDISON JOBER
VICTOR DISTRIBUTOR
Kaiser's Illustrated Book for Edison, Victor and
Columbia Records
32 East 14th St. New York City.

FINCH & HAHN,
Albany, Troy, Schenectady.
Jobbers of Edison
Phonographs and Records
100,000 Records
Complete Stock Quick Service

H. R. BONFOYE,
BINGHAMTON, N.Y.
We make a specialty of placing
COLUMBIA CYLINDER products
in your hands in the shortest
possible time. A trial is all I ask.

COLUMBIA ORDERS
for the New CYLINDER GRAPHOPHONES,
equipped with the New Spring Contact Repro-
ducers and Columbia A P Records, executed
every day as received by
SPALDING & CO.
SYRACUSE, N.Y.

KLEIN & HEFFELMAN CO.
Canton, Ohio.
Edison and Victor
MACHINES, RECORDS AND SUPPLIES
Quickest service and most complete stock in Ohio

JACOT MUSIC BOX CO.,
39 Union Sq., New York.
Mira and Stella Music Boxes.
Edison and Victor Machines
and Records.

ATTENTION!
"When Gable Blows the Trumpet"
he's ready to deliver the goods.
Columbia Graphophones, Records and Supplies
Dr. A. M. CABLE, Shamokin, Pa.

PACIFIC COAST HEADQUARTERS FOR
EDISON PHONOGRAPH
AND RECORDS.

Peter Bacigalupi,
786 Mission St., SAN FRANCISCO, CAL.

H. B. CLAFLIN & CO.,
Worth and Church Sts.,
New York City
JOBBERS OF THE COMPLETE
COLUMBIA LINE
DISC AND CYLINDER
PROMPT SERVICE ASSURED

BALL-FINTZE CO.
NEWARK, O. H.
Largest Stock Columbia Cylinder Records
and Graphophones in Ohio.
Prompt Shipments.

EDISONIA CO.
NEWARK, N. J.
All Talking Machines
and General Supplies

CLARK, HIRROCKS & CO.,
Utica, N. Y.
Unexcelled Service and
COLUMBIA CYLINDER
Graphophones and Supplies.
Complete stock of all New Types. New Catalogue
now ready.

NEW ENGLAND
JOBBING HEADQUARTERS
EDISON AND VICTOR
Machines, Records and Supplies.
THE EASTERN TALKING MACHINE CO.
177 Tremont Street
BOSTON, MASS.

LEWIS TALKING MACHINE CO.
15 So. Ninth Street,

DISC - COLUMBIA -- CYLINDER
LARGE STOCK
PROMPT SERVICE
Let us handle your March Record Order as a trial
and you will quickly see who can best
care for your wants.

Victor Talking Machines and Records
SELF-PLAYING PIANOS,
Catalogs and Prices on Application.
Pacific Coast Distributors
San Francisco, Los Angeles, Seattle.

P. A. POWERS, Buffalo, N. Y.
COLUMBIA
Tone Arm Disc and New Cylinder Graphophones
Large Stock Prompt Service

Every Jobber in this country should be represented in this department. The cost is slight and the advantage is great.
Be sure and have your firm in the May list.
Leading Jobbers of Talking Machines in America

**PERRY B. WHITSET, L. M. WELLER**

*No. 1 in the World in Talking Machines and Records*

123 South High Street, Columbus, Ohio.

Edison and Victor Jobbers, Record Dealers, Distributors, Importers.

**Portland Talking Machine Co.**

Portland, Maine

Just Received—Complete Stocks of Edison, Victor Disc and Cylinder Phonographs and Records.

**E. H. TOWLE, COMPANY**

WATERBURY, CONN.

Authorized COLUMBIA Distributors

ALL ORDERS PROMPTLY AND COMPLETELY FILLED

**OHIO PHONOGRAPH CO., Youngstown, O.**

LARGEST JOBBERS

Columbia Graphophones

DISC AND CYLINDER RECORDS IN OHIO

Orders promptly filled

**S. A. FLOYD**

HARRISBURG, PA.

COLUMBIA Cylinder and Disc Graphophones

Complete Stock. Prompt Service.

**LARGEST JOBBERS**

Columbia Graphophones

DISC AND CYLINDER RECORDS

Orders promptly filled

**M. M. MARRIN & CO.,**

Grand Rapids, Mich.

Exclusive Columbia Jobbers.

Complete Stock Disc and Cylinder Columbia Records and Graphophones.

**THE TALKING MACHINE WORLD.**

47

**Leading Jobbers of Talking Machines in America**

You will find it to your advantage to give

**LANGLEY & WINCHELL**

OF BOSTON

A chance at your COLUMBIA WANTS

Complete Disc and Cylinder Stocks

**PITTSBURG'S HEADQUARTERS FOR EDISON AND VICTOR**

and every Edison in the World.

Buy from Headquarters

The Theo. F. Bentel Co., 635 Liberty Street, Pittsburgh, Pa.

**DENHOLM & MCKAY CO., WORCESTER, MASS.**

EXCLUSIVE COLUMBIA Jobbers

Disc and Cylinder

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

**SEAVEY BROS., HAVERHILL, MASS.**

We can make Immediate Shipments of

Columbia Graphophones and Records

Give us a Try, and you will try again

**Eclipse Phonograph Co., Hoboken, N. J.**

Jobbers of Edison Phonographs and Records.

Best deliveries and largest stock in New Jersey

**S. A. FLOYD**

HARRISBURG, PA.

COLUMBIA Cylinder and Disc Graphophones

Complete Stock. Prompt Service.

**Price Phonograph Company, WASHINGTON, D. C.**

EDISON JOBBERS

Phonographs—Records—Supplies...

NOTICE—If you have anything new write us.

**W. C. De Forest & Son, SHARON, PA.**

COLUMBIA GRAPHOPHONES

RECORDS AND SUPPLIES.

We Never Substitute. We Work on Orders and Ship what you want promptly.

**WILLIAMSPOR, PA.**

VICTOR Talking Machines and Records

Wholesale and Retail

Largest Stock in the South

**CHICAGO HEADQUARTERS**

COLUMBIA

Disc and Cylinder Graphophones and Records

Exclusively COLUMBIA Lines.

**HIBBARD, SPENCER, BARTLETT & CO., Chicago**

**PITTSBURG PHONOGRAPH CO.**

VICTOR JOBBERS and EDISON JOBBERS

Largest and most complete stock of Talking Machines and Records in Western Pennsylvania.

**M. M. MARRIN & CO.,**

Grand Rapids, Mich.

Exclusive Columbia Jobbers.

Complete Stock Disc and Cylinder Columbia Records and Graphophones.

All Orders Shipped Promptly

by the excited bidders, who thought someone had stolen it, but the auctioneer finally quieted them and knocked down the machine at $135."

**PHONOGRAPH SPOKE FOR HIM.**

Lord Talbot Returned to Parliament Through Wife's Clever Idea.

One of the Unionist members of Parliament who lost his seat in the recent political upheaval in England, arrived in New York a few days ago, and in trying to explain exactly how it was that his Liberal opponent had unseated him, referred to the powerful campaign waged by the daughter of the seventh Earl of Abingdon.

Accordingly her ladyship procured a phonograph, had it extensively advertised that Lady Talbot was to appear for Lord Talbot, and that she would be accompanied on her tour by the phonograph.

At every meeting where she appeared she was greeted by great crowds, who, admiring her pluck, assured her that her husband's accident was the best thing that could have happened for his campaign.

At each meeting, when the phonograph had been heard, Lady Talbot would herself make a speech, and, according to the Unionist ex-member, they were all bright and witty, and every bit as good as Lord Talbot could have made himself.

The result of the novel campaign was the return of Lord Talbot to Parliament by a greatly increased majority.

Lord Talbot is 51 years old, and is heir to the Dukedom of Norfolk. He assumed the name Talbot in 1876.

Williams College, at Williamstown, Mass., have just consummated an arrangement with the Columbia Phonograph Co.'s New York office whereby graphophones will be used for the study of modern languages in the department of Romance languages at this well-known institution.

This department is under the supervision of Professor A. H. Morton, who already has experimented with the graphophone in a most successful way.
With the Makers, Sellers and Users of Automatic Specialties

Novelty, Durability, Strength and Appearance Combined. The Result of 20 years' Experience in the Manufacture of High-Class Automatic Machines.

PRICE, $25

ROOVERS BROS., 100 Schroeder St., BROOKLYN, N. Y.

The Result of Durability. Novelty, having money to spend on that which takes their a gladiator extravaganza on came along and, repeating of the summer amusement seekers if some pavilions. etc. try plans are on foot for the opening of parks. money coming to you until all bills are worry. The purchaser doesn't get a chance to divert the exploitation of these instruments, and one which machines are unique and inviting enough to days seem to presage a period of unusual pros-
tinction led to the building of this, the first successful moving picture camera, which rendered effi-
cent service. United States Astronomical Expedition to Africa the same year, was exhibited at the World's Fair, Chicago, 1893, and has since been in service on several im-
portant government expeditions.

In construction it followed somewhat the principle of the present-day camera. In the absence of film, negative glass plates, 15,2 inches, bluged by tape, sup-
ported on spools at either end, was run through a continuous belt, were passed intermittently before the lens. The length of exposure of each plate was regul-
ated by a pneumatic stop, operated by a commutator regulated by a chronograph. A shutter quite simi-
lar to that in use to day was provided. Power to drive the mechanism was derived from a suspended weight unwinding a cord from a spool on the main shaft.

Mr. Van Gysling comes from one of the early Knieperbocker families of New York, is a 22d

A PROGRESSIVE AMERICAN

Is G. E. Van Gysling Who Has Accomplished Much in the Moving Picture Field.

It is a fact not generally known that G. E. Van Gysling, vice-president and general manager of the American Mutoscope and Biograph Co., is one of the pioneers in the moving picture bus-
ness. The first practical moving picture camera made was constructed under his supervision early in the year 1895 at No. 10 Ann Street, New York, City, for the United States Government as part of its equipment to be used in eclipse photography, in which service Mr. Van Gysling was de-
tailed.

The interval of totality in eclipse work being extremely limited, combined with the general re-
formed its path, made it important to re-
duce the number of cameras and increase the pictures showing the different phases of the eclipse and corona. These condi-
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THE RELIABLE SELF-PLAYING PIANO

PAYS BIGGER DIVIDENDS THAN A BANK

Hundreds of thoroughly satisfied customers are testifying to the enormous earning capacity of our RELIABLE SELF-PLAYING PIANO. One man writes us that he has "averaged from $18 to $25 per week since the instrument was installed," and adds, "I can truthfully say I would not take $1,000 for it were it impossible for me to duplicate it." Another says, "As to its earning capacity, it will earn from $2.50 to $5 per day," and we could give many more such letters.

THIS IS OF INTEREST TO YOU, MR. DEALER

BECAUSE a piano that makes money for its owner is one which requires the least effort to sell, and less effort to sell means more sales and that means larger dividends for you. We have the best paying proposition ever offered. The amusement season will shortly open and you ought to be in a position to show THE RELIABLE to every summer-resort owner, hotel proprietor or other interested party. Be the first in the field and secure the agency for your territory. Send at once for prices and terms.

COIN SLOT ATTACHMENT, :: ENDLESS MUSIC ROLL, :: INDIVIDUAL PNEUMATICS, :: PLAYS ALL THE LATEST MARCHES, WALTZS, TWO-STEPS, Etc.

AUTOMATIC MUSICAL COMPANY
OFFICE AND FACTORY: 22, 24 AND 26 HENRY ST.
BINGHAMTON, N. Y.
The TALKING MACHINE WORLD.

NEWS OF THE TRADE.

The litigation between the Edison Kinetoscope Co. and the American Mutoscope & Biograph Co. New York, recently resulted in favor of the latter. In a decision handed down recently by Justice Ray, of the United States Circuit Court, Southern District of New York, the court said: After a careful consideration of the prior art and Edison's work and patent, it must be considered that complainant's invention, if there be one, is very narrow.

This is substantially the same view held by a concurrent decision of three judges of the United States Circuit Court of Appeals. Justice Wallace presiding, in the original case, which was filed won by the Edison Co. and appealed by the Biograph Co. Judge Wallace's decision, while favorably in favor of the Biograph Co., maintained that the Edison Co. might be entitled to a patent on certain details of construction, and on the strength of this the Edison claims were narrowed and the patents re-issued. The Edison Kinetoscope Co. then brought suit a second time for an injunction and an accounting, but Judge Ray decided that in no respect can the defendant's biograph camera be regarded as an infringement. The decision serves to strengthen the moratorium, and has never been contested, except in Germany, where they were carried to the court of highest record and their validity assumed.

Justice Fitzgerald of the New York Supreme Court has denied an application for an injunction to restrain a dealer in automatic pianos and phonographs from operating a self-playing piano at his place of business on Broadway. The application was made by a dentist whose office is over the store, and who alleged that both his nerves and his business had suffered from the noise made by the piano. In deciding the matter, the court took the location of the store and office into consideration, saying that the premises were situated in one of the busiest sections of the city, "where, from the nature of things, noise and bustle are among the ordinary incidents to be continually expected."

The American Novelties Co., 145 East 23d street, New York, are showing a number of first-class attractions in their 1906 catalogue. The adjustable Dumb Bell Lifter No. 2 has proved extremely popular, and is bringing money in hand over fist to its operators. This machine is made entirely of iron, except an oak box in back. A large dial 14 inches in diameter registers 900. Large dumb bells 12 inches in diameter, equipped with electric bell attachment. This machine is substantially the same in operation as their dumb bell lift and grip developer, and is a winner. Among the other attractions the hat-puncher, Grooms' Gas and souvenir post card machines are bound to do a big business. Write for catalogue showing cuts and prices.

The Roovers Bros., of 100 Schermerhorn street, Brooklyn, have recently perfected an automatic electric machine, which they claim is "superior to any similar device ever placed on the market!" And if one can judge by the amount of orders that keep piling in daily, this instrument goes far toward proving all they claim for it. Those who have tried it say that it gives a smooth and even electric vibration wholly unlike most of the older class, which either give no sensation or jerk your arms out of place, tying you up in a knot. These machines, when satisfactorily, coin money for the owner, so it will pay you to look into the matter. A cut of the machine appears in their ad. in this issue.

One of the greatest time and even money savers ever invented, perhaps, is the Johnson's coin counter. The primary object of the patentee, J. M. Johnson (late of the United States Treasury) was to make the counting of coins easy, accurate and rapid. The machine perfected by him, and bearing his name, accomplishes all this. Counting coins by hand in places where millions of dollars are handled every month, is a prodigious task. Indeed, "counting cash" by large corporations and even by concerns handling only a few hundred dollars daily is no easy undertaking. It will therefore be understood that parlor, park or amusement men will find this instrument a boon when the day's receipts come to be gone over. Further information concerning this invention may be had by addressing the Automatic Department of this paper.

ILLUSTRATED SONG MACHINE.

One of the greatest marvels of the age is the illustrated song machine popularized by will Rosenfield Manufacturing Co., 591 Hudson street, New York. City, which is winning its way into a large measure of favor for arcades, cafes and all public places. An idea of the demand for these machines may be estimated from the fact that over two thousand are in use. They have proven tremendously popular, and the reason is obvious. The combination of beautiful illustrations which tell the story of the song, with or without nickel in the slot attachment.

The Automatic Musical Instrument Co., of Wilmington, has been incorporated with the Secretary of the State of Delaware for the purpose of manufacturing musical instruments of all kinds. Capital stock, $50,000.
The Six Reasons

WHY

The PEERLESS Coin Operated Pianos differ from all others.

I.—The quality of the PEERLESS is never lowered in order to join the race for quantity.

II.—Excellence in construction. The PEERLESS is made by practical piano action makers, whose life study is care in detail and nicety in workmanship.

III.—The PEERLESS is not merely built to sell. It is built to return full value to the purchaser and more too.

IV.—Every user knows that the PEERLESS is noted for its freedom from breakdowns, that it never balks at critical moments.

V.—It is the age of the individual instrument that counts. The purchaser of a PEERLESS gets an automatic instrument which has a "life expectancy" far greater than any other.

VI.—The PEERLESS is the best Coin Operated Piano in the world. It is the Standard. Roth & Engelhardt, Props. Peerless Piano Player Co. are the originators of the first successful Coin Operated Pianos. They have received the Highest recognition at three Expositions, one an International one.

Mobile, Feb. 12, 1906.

Gentlemen:—I am very much pleased with the Peerless Coin Operated Piano, Style "D," which I bought from you, as you may imagine when I tell you that I have taken in on an average of $205 per month from the nickel in the slot box of the piano since I have had it.

Furthermore, I will say that the Piano has been an expense to me and has given very little trouble, and I believe it is now practically as good as when I got it. It has a fine tone and stays in tune well. It is a great success and the only electric piano I have ever seen that was a complete success and I will take pleasure in recommending it to any one.

(Signed)  A. M. QUIGLEY.

ROTH & ENGELHARDT
(Props. Peerless Piano Player Co.)
WINDSOR ARCADE  FIFTH AVENUE  NEW YORK
Edison Goods
Fast Sellers

Dealers throughout the country corroborate our statement that Edison goods are fast sellers. They daily advise us of the high opinion the public have of Edison goods, and how easy it is to make big sales. The reason why they are in demand is because our extensive magazine and newspaper advertising, covering the entire United States and Canada, is acquainting the public with the many points of superiority of the Edison Phonographs and Records.

Edison dealers are successful, money-making business men, and it will pay you to become one of them. They realize 66\%\% on every dollar invested in Edison Goods, and their interests are protected by prices being strictly maintained. Write to us now and we will tell you how to become a successful Edison Dealer.

National Phonograph Co.,

FOLLOWING ARE THE JOBBERS IN THE UNITED STATES AND CANADA.

Albany, N. Y.—Edison Goods Co.
Albany, Ga.—Iver Johnson Sporting Goods Co.
Allentown, Pa.—J. C. Wright.
Atlantic City, N. J.—William J. Small.
Atlanta, Ga.—Henry Braun.
Atlanta, Ga.—Atlanta Phon. Co., Phillip.
Bangor, Me.—S. L. Crosby Co.
Boston—S. F. Drake & Co.
Boston—W. G. Johnson.
Burlington, Vt.—American Phono. Co.
Buffalo—P. A. Powers.
Burlington, Vt.—American Phono. Co.

How Edison Goods Sell

Gentlemen:

I think I can report the largest sale of Edison Records to one man taken at one time and without playing any of them. That was yesterday when we sold to one of our citizens sixteen dozen new Edison Records.

Write to us immediately and we will tell you of Edison Goods Sell.

Name and address on application.

59 LAKESIDE AVE.
ORANGE, N. J.

Iver Johnson Sporting Goods Co.