

The TALKING MACHINE WORLD

AND
NOVELTY
NEWS

Published Each Month by Edward Lyman Bill at 1 Madison Avenue, New York, June 15, 1907



OUR new "Art-Tone" Flower Horns are so constructed that they cannot be bent or crushed, either in everyday use or in transportation. They are expertly made from the finest materials that can be procured. The seams are constructed—without solder—from four thicknesses of metal, thereby making all joints of unusual strength. The patented ferrule is reinforced by three thicknesses of metal—without solder—thereby overcoming all the defects of the ordinary ferrule.

It is just this great strength in construction, linked with the purity of tone-reproduction, the richness of designs, and the permanence of finish, that has earned for "Art-Tone" Horns, the trade title: "The finest line of Flower Horns ever produced."

Write for Handsome Booklet.

THE TEA TRAY COMPANY OF NEWARK, N. J.

FOUNDED 1867

HUSBAND—"I want a Talking Machine."

WIFE—"I prefer a Regina Music Box."

THE WISE DEALER—"Here it is—just what you BOTH want—the REGINAPHONE. It is a music box *and* a talking machine combined. It occupies about the same space as either one alone, and the price is much less than the cost of both if purchased separately."

RESULT—A sale easily made, and everybody happy.



THE REGINAPHONE

Made in several styles—by the manufacturers of the World Famous Regina Music Boxes.
Prices and terms on application.

Main Office and Factory
RAHWAY, N. J.

THE  CO.

Broadway and 17th Street
NEW YORK

259 Wabash Avenue
CHICAGO

MANUFACTURERS ALSO OF
REGINAPIANOS—REGINA SUBLIMA PIANOS—REGINA CHIME CLOCKS. Distributors of VICTOR TALKING MACHINES and EDISON
PHONOGRAPHS

The Talking Machine World

Vol. 3. No. 6.

New York, June 15, 1907.

Price Ten Cents

SOME POINTERS ON SALESMANSHIP.

Some of the Qualities Essential to Success in the Selling of Talking Machines as in Any Other Specialty—Some Facts Straight from the Shoulder Which Are Worth Noting by the Men Who Desire to Reach the Top—A Few Pertinent "Don'ts" That Are Worth Memorizing and Better Still, Observing by the Younger Element of the Talking Machine Trade.

"If you strike a thorn or rose,
Keep a-goin';
If it hail or if it snows,
Keep a-goin';
'Taint no use to set and whine
When the fish ain't on your line—
Bait your hook and keep a-tryin'—
Keep a-goin'."

It may have been overlooked that the mere retail salesman may be a good salesman. But he can be if he isn't. He can be as much better than the average as the best paid commercial traveling man is better than the cheapest "drummer" types. But he must learn how, after which, through growing tact, knowledge, and capacity in his work, the field may open wide to his ambitions. "Be an honest salesman," is my advice to all beginners, says F. Oliver Quinn. There is no other road to the broadest, most lasting success. To be honest in the full sense is not as easy as it might appear, either.

You are not honest with your employer if you are in the position of trying to sell his goods without knowing how to do it. You are not honest with your customer if you haven't knowledge of the goods you are handling. Through your ignorance of things which he expects you to know you may swindle him egregiously.

SALESMEN A MAINSPRING OF BUSINESS.

The salesmanship represented in a retail house is the mainspring of the business. Nothing would move in the place were it not for the salesman. The duty of the salesman is to sell goods, primarily. But in selling these goods he is in the position of trying to make a profit for his house, and in doing so to send a pleased customer home who will come back again. That still broader opportunity is open, too, which will bring that customer back, asking that the man who waited on him the last time shall attend to him again!

What is it which will prompt such an inquiry? The salesmanship of the salesman—nothing more. What is this salesmanship? Everything that the salesman may learn and feel and know, tempered by personality, judgment, tact, and diplomacy. Some pointed "Don'ts" may lead to the end of your ambition—for without this ambition you might as well quit:

SUGGESTIONS FOR RETAIL CLERKS.

- Don't forget loyalty to your employer.
- Don't get "sore" and take it out of customers.
- Don't be familiar.
- Don't let a customer stand without attention; show him at least that you know he is waiting.
- Don't use slang in addressing customers.
- Don't be content merely with obeying literal rules.
- Don't forget that your salary depends upon your sales.
- Don't growl at taking a short luncheon on a busy day.
- Don't talk about bad luck.
- Don't forget that the old customer is one of the most valuable.
- Don't misrepresent your goods.
- Don't dodge the "cranky" customer; he can teach you.
- Don't try to bully the office boy.
- Don't think no one else can fill your place.
- Don't forget to push your goods.

All these things anticipate that your honesty as a salesman is your chief capital on which to work. If you can't believe in these goods, find another job where you can believe in them. Your lack of faith in the goods you sell will undermine you.

Having the goods in which you believe, stand

by them. Learn all you can about them—about their manufacture, their quality, fit, lasting nature, and pleasing possession. Having this pride in those things which you sell, you can't help showing it both to employer and customer in your handling of them, replacing them neatly and keeping things ship-shape. Your manner in speaking of them will carry conviction to the extent that you know about them.

Out of this condition you will hear your customer asking, "Now, what do you think as between this and this?" When you hear that question it is a tribute to your salesmanship. Store these things in your recollections—they are invaluable as a stimulus to confidence.

But beware of overconfidence. There's something wrong with you when you begin to feel that you are it. It is a weakness in yourself and unfair to your fellows. It begets a feeling finally that your chances lie in your ability to overshadow others.

Cultivate the ability to remember faces and to call the customer by his right name. Remember his address if you can. These may seem small things, but they are vital; human nature never will be above the implied compliment.

Your tactfulness will come of your own education at yourself in dealing with all kinds of people. You will have learned more when you can send the cranky person home, satisfied, than you can have learned of scores of easily pleased customers.

GIVE BUYER WHAT HE WANTS.

There is a distinction to be made here and a difference to be recognized when you meet the purchaser who knows exactly what he wants. Sell him that thing he insists upon having. There is nothing inconsistent with honesty in doing so. If you have had a chance to express yourself as you feel, it will have been in favor of something else; you need no argument in letting the person have the thing he insists upon buying. If he should return with a possible complaint, it will be well if you have had a chance to say something when the sale was made. Recall your speech, tactfully, and your next sale will be likely be goods of your own choice.

Keep track of the advertising matter of your store. Nothing is more irritating to a customer than to call for an advertised line and discover that you never heard of it. Concentration is one of your greatest assets. Be a part of the organization which is furnishing you employment and opportunity. Remember, too, that the store gives you the employment; you must find your own opportunity. You can be a half-salesman, with a great deal less effort than is required in becoming a whole one. You can get out of a position a great deal easier than you can get into it.

HAVE COURAGE AND PATIENCE.

"Courage," says Emerson, "perseverance, patience, are the great fortune finders. If a man has these qualities he will find himself too liberally endowed to be overlooked by her."

"Sitting under a cherry tree with one's mouth open won't catch much," said Moody.

The main object of becoming a salesman is to look for wider opportunities in business. Your salary may not be large, but you are learning. In the old world the salesman must come with lineage and tried honesty of purpose and serve his long apprenticeship to trade almost without compensation. Your opportunity, to the extent that you grasp it, is worth more than money. Search for ideas and use them; try them out as

you find opportunity. Do these things better than you have been expected to do them. Never mind whether you are watched and rewarded on the moment.

Your opportunity and your reward will come when you are an employer or a manager of a business with which you are familiar and in which you have a pride and confidence.

INCREASED 500 PER CENT.

The Wonderful Growth of the Trade in Commercial Talking Machines—Advantages of These Machines Apparent.

The growth in popularity of the commercial talking machine among business men is surpassing all expectations, and it is safe to say that the sales during the past twelve months have increased 500 per cent. It is a well-known fact that the ordinary stenographer in a business office does not take on an average of more than ninety words a minute. Nearly every man who dictates can think faster than the stenographer can write short-hand, so he has to hold back. In dictating to a talking machine there is no time wasted, nor interruption to his thought, because the machine goes right ahead at any pace he can set. The reporters of debates in the House of Congress have for years read their shorthand notes into commercial "talkers," from which they are written out on typewriters. Court reporters have also been using the machines in this way for years with great success. Commercial talking machines cost less than typewriters of standard makes, and it is not impossible that the tremendous increase in their sale in the last year is the beginning of a business campaign which will make them almost as common as typewriters.

The talking machine is just 30 years old. Although it was generally regarded as a musical toy but a few short years ago, the nations of the world are spending millions and millions of dollars for it each year. But the manufacturers believe its possibilities as a time saver in business will soon make it one of the great factors in our commercial life, instead of a contrivance merely for amusement. They are backing up their judgment by making enormous investments in enlarging the capacity of their plants, and the truth of their predictions will soon be established.

SCHMELZER SPRUNG A JOKE.

Herman F. Schmelzer, of the Schmelzer Arms Co., Victor distributors, Kansas City, Mo., is known to be somewhat of a practical joker, and upon the recent trip to Texas of the Kansas City Commercial Club, of which he is a member, he further added to his reputation. The party had retired to their berths on the first night out, when the soft tones of a woman's voice floated upon the still air. "My Name is Mamie," it announced. The bachelor boys landed in the aisle as one man, the married ones roused up with joyous smiles, thought of their wives and of how fast news travels, and discreetly kept in their berths, although allowing their heads to project into the aisle with dangerous disregard for their necks. Joy reigned supreme until a search for "Mamie" discovered her in the person of a Victor machine secreted in an empty upper berth. Mr. Schmelzer, upon being taxed with the "crime," owned up and everybody "smiled."

NEW STUNT IN VAUDEVILLE.

In the new musical comedy, "Fascinating Flora," now running in New York, a big hit is made by one of the cast, who sings a duet with Caruso, the latter's voice being reproduced with the aid of a talking machine.

LONG DISTANCE PHONOGRAPHY.

Some of the Many Enjoyments to be Had by the Use of the Transmitophone—Sound Can be Produced from a Phonograph in Any Number of Places and Any Distance from the Machine—Opens a New Field of Activity to the Many Interested.

While many improvements have been made in the talking machine for the past few years whereby this instrument has achieved a new position in the commercial and musical worlds, there are few inventions so effective in enlarging the usefulness of the phonograph as the "transmitophone" recently evolved by the International Telephone Manufacturing Co., Chicago.

The phonograph heretofore has been what might be called a one-unit machine—that is, an instrument from which the sound can be produced in one place only at any one time. The distance which the sound can be heard has been enlarged heretofore only by increasing the volume of the sound at the instrument. With the use of the transmitophone, the sound can be reproduced from one phonograph in any number of places and any distance from the machine. The equipment consists of an especially powerful telephone transmitter with the necessary auxiliary apparatus and a rigidly constructed telephone receiver with an attachment for the mounting of a megaphone.

The greatest difficulty in the development of this equipment in the past has been to produce a transmitter that would continue to operate with more than two or three batteries in series with the instrument, which is the greatest amount required in telephone work on the longest lines, and also to build a receiver which would not lose its adjustment from such powerful usage as is necessary to throw the sound over a broad area.

The transmitter employed in the transmitophone is so designed and constructed that it will withstand the heavy current from 18 batteries connected in series with the primary circuit of the induction coil. This amount of current is necessary to produce a vibration of the receiver diaphragms strong enough to throw the sound through a megaphone so it can be heard by a large audience. The transmitter is attached directly to the reproducer of the phonograph.

The transmitter induction coil and the sound-regulating switch and necessary terminal binding posts are mounted in a neat oak case, which also contains the required batteries. The battery case contains ten cells of dry battery of 1½ volts each, which are connected to the sound-regulating switch so the transmitter may be supplied with 6, 9, 12 or 15 volts.

The entire equipment is so arranged that it can be very readily installed by placing the transmitter on the reproducer of the phonograph and running a pair of insulated wires from the line-binding posts on the battery case where the sound is to be reproduced, and connecting the transmitter reproducer to which is attached the megaphone, as shown in accompanying illustration, where it is placed up in the trees in a park. Then when the phonograph is started, the sound-regulating switch is turned on the proper point to secure the best results for the space in which the sound is given. Any number of transmitophone reproducers can be placed in series with one phonograph, and any distance apart, in different towns, if desired.

For nickel theatres or places of amusement where it is desired to have music outside of the door as well as in the hall, one phonograph may be placed in the ticket clerk's office, where the records can readily be changed and each record reproduced in the hall and outside or any distance down the street, if desired. In a large dance hall or a skating rink a phonograph can be operated at the ticket office or any convenient place, and the music reproduced in several different places of the hall so it can plainly be heard by all.

In homes the phonograph can be operated by a maid from her room and the music reproduced in any number of the rooms or in the

lawn, or up in the trees if desired. With this arrangement any number of families in a neighborhood can form a club and have one phonograph, and each family have a transmitophone reproducer, which can be connected by a switch so that the phonograph circuit may be switched



HEARING MUSIC IN THE PARK.

off or on at will. This brings the highest grade of phonograph within the means of any circle of neighbors.

The combination of the transmitophone with the phonograph has so enlarged the possibilities of the equipment that it has created a field almost without limit.

FIND "THE WORLD" IS INVALUABLE.

The Maritime Phonograph Co., of St. John, N. B., in the course of a recent communication enclosing subscription states: "We learned to value this publication at our store in Fredericton, and need it all the more in this city, where we are opening a wholesale and retail talking machine store, we being jobbers for the Columbia Phonograph Co. for the Maritime Provinces.

We find your publication invaluable for the trade pointers it gives and the up-to-date information it gives on all things pertaining to the trade."

McGREAL CELEBRATES REMOVAL

To Their Handsome New Building in Milwaukee—Growth of This Business a Tribute to the Enterprize and Ability of the Gentlemen Controlling Its Destinies.

(Special to The Talking Machine World.)

Milwaukee, Wis., June 10, 1907.

McGreal Bros. celebrated their removal into their fine new headquarters building at 172 176 Third street last month with page advertisements in the various Milwaukee dailies. These advertisements were excellently conceived and executed. The one on the writer's desk is headed by a design showing "the magical growth of a great business." A Hindoo magician, sitting cross-legged on the ground, is just raising a cloth under which is seen the original Grand avenue store. Again he is shown jubilating over the old Third street store, and finally his calm Oriental countenance fairly radiates triumphal gladness as the big new structure which McGreal Bros. now occupy, breaks into view. At the bottom of the advertisement are two cuts, one on either side of the signature, one showing the face of L. E. McGreal in the horn of a Victor, while the genial face of his brother appears in the horn of an Edison phonograph.

A reader in one of the Milwaukee dailies gives the following succinct history of the firm:

"Almost coincident with the removal of McGreal Bros. to larger quarters in the Ogden block, Third street, near Grand avenue, comes the announcement that the firm will open a wholesale and retail department on May 20 in Cincinnati. The remarkable success of McGreal Bros. in Milwaukee has been a source of general comment throughout the trade.

"McGreal Bros. came to Milwaukee from New York five years ago. They had wide experience and thorough knowledge of their business, but little actual capital at the start. But they brought to their business such progressive and up-to-date methods that soon their first store, 411 Grand avenue, was found inadequate to the needs of the business, so they moved to 173 Third street in 1904, and now, three years later, the firm have found themselves confronted with the same embarrassment—lack of room, so McGreal Bros. have again moved into larger quarters, and in addition have found it to their advantage to invade the Cincinnati field."

ATTENTION!

NEW ENGLAND DEALERS

If you handle both EDISON and VICTOR, we can offer you an advantage no other New England jobbing house can—One Source of Supply for both

EDISON PHONOGRAPHS AND VICTOR MACHINES

ONE SHIPMENT—ONE EXPRESSAGE

THERE'S AN ADVANTAGE! Try the Eastern's Policy of Service.

THE EASTERN TALKING MACHINE CO.

177 TREMONT ST., BOSTON, MASS.

Distributors of EDISON and VICTOR MACHINES, Records and all Supplies

Eastern Agents for HERZOG DISK and CYLINDER RECORD CABINETS



Why do you sell the Victor?

—a queer question to ask a successful dealer, isn't it? But people always ask the man who is making money hand-over-fist how he does it.

Mighty few *Victor* dealers have time to stop and answer, when we are piling good business upon them with our \$150,000 *increased* advertising, which reaches 56,000,000 people every month who know the reputation of the

Victor and the Victor Records

But if you did have time to tell anybody about the "good thing" you have you could join with an army of other *Victor* dealers and say:

"I know the *Victor* people will stand by me They have always stood by me and everyone else. My profit is large and it is sure. The quality is sure. The demand is sure. Don't ask me such a foolish question as 'Why do I sell the *Victor*?' "

Victor Talking Machine Company Camden, N. J.

Here's a good idea:—Place standing monthly orders for new records with your distributor, and push this feature. (It keeps your customers calling at least monthly—they look for them.)
Artistic Monthly Supplements furnished free for this purpose.

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

Altoona, Pa..... W. H. & L. C. Wolfe.
Atlanta, Ga..... Alexander-Elyea Co.
 Phillips & Crew Co.
Baltimore, Md..... Cohen & Hughes.
 E. F. Droop & Sons Co.
 H. R. Eisenbrandt Sons.
 Wm. McCallister.
Birmingham, Ala..... E. E. Forbes Piano Co.
Boston, Mass..... Oliver Ditson Co.
 Eastern Talking Machine Co.
 M. Steinert & Sons Co.
Bridgeport, Conn..... F. E. Beach Co.
Brooklyn, N. Y..... American Talking Machine Co.
Buffalo, N. Y..... Robt. L. Loud.
Canton, O..... The Klein & Heffelman Co.
Charlotte, N. C..... Stone & Barringer Co.
Chicago, Ill..... Lyon & Healy.
 The Talking Machine Co.
 The Rudolph Wurlitzer Co.
Cincinnati, O..... The Rudolph Wurlitzer Co.
Cleveland, O..... W. H. Buescher & Sons.
 Collister & Sayle.
 Eclipse Musical Co.
Columbus, O..... The Perry B. Whitsit Co.
Dallas, Tex..... Thos. Goggan & Bro.
Dayton, O..... The John A. Fetterly Co.
Denver, Colo..... Knight-Campbell Music Co.
Des Moines, Iowa..... Edward H. Jones & Son.
Detroit, Mich..... Grinnell Bros.
Dubuque, Iowa..... Harger & Blish.
Duluth, Minn..... French & Bassett.
El Paso, Texas..... W. G. Walz Co.
Galveston, Tex..... Thos. Goggan & Bro.
Grand Rapids, Mich..... J. A. J. Friedrich.
Harrisburg, Pa..... S. A. Floyd.

Honolulu, T. H..... Bergstrom Music Co.
Indianapolis, Ind..... Carlin & Lenox.
 C. Koehring & Bro.
Jacksonville, Fla..... Metropolitan Talking Machine Co.
Kansas City, Mo..... J. W. Jenkins Sons Music Co.
 J. F. Schmelzer & Sons Arms Co.
Little Rock, Ark..... O. K. Houck Piano Co.
Los Angeles, Cal..... Sherman, Clay & Co.
Memphis, Tenn..... O. K. Houck Piano Co.
 E. E. Forbes Piano Co.
Milwaukee, Wis..... McGreal Bros.
 The Boston Store.
Minneapolis, Minn..... Minnesota Phonograph Co.
Mobile, Ala..... Wm. H. Reynolds.
Montreal, Canada..... Berliner Gramophone Co., Ltd.
Nashville, Tenn..... O. K. Houck Piano Co.
Newark, N. J..... Price Phono. Co.
Newark, O..... Ball-Fintze Co.
New Haven, Conn..... Henry Horton.
New Orleans, La..... Nat'l Auto. Fire Alarm Co.
 Philip Werlein, Ltd.
New York, N. Y..... Bettini Phonograph Co., Ltd.
 Blackman Talking Machine Co.
 Sol. Bloom.
 C. Bruno & Son.
 I. Davega, Jr.
 S. B. Davega.
 The Jacot Music Box Co.
 Landay Brothers.
 Stanley & Pearsall.
 Benj. Switky.
 Victor Distributing & Export Co.
Omaha, Neb..... A. Hospe Co.
 Nebraska Cycle Co.
 Piano Player Co.

Peoria Ill..... Chas. C. Adams & Co.
Philadelphia, Pa..... C. J. Heppe & Son.
 Musical Echo Company.
 Penn Phonograph Co., Inc.
 Louis Buchn & Brother.
 Western Talking Machine Co.
 H. A. Weymann & Son.
Pittsburg, Pa..... Pittsburg Phonograph Co.
 Powers & Henry Co.
 Standard Talking Machine Co.
Portland, Me..... Cressey & Allen.
 Portland Talking Machine Co.
Portland, Ore..... Sherman, Clay & Co.
Providence, R. I..... J. Samuels & Bro.
Rahway, N. J..... The Regina Music Box Co.
Richmond, Va..... The Cable Co.
 W. D. Moses & Co.
Rochester, N. Y..... The Talking Machine Co.
Rock Island, Ill..... Totten's Music House.
Salt Lake City, Utah..... Carstensen & Anson Music Co.
San Antonio, Tex..... Thos. Goggan & Bro.
San Francisco, Cal..... Sherman, Clay & Co.
Savannah, Ga..... Youmans & Leete.
Seattle, Wash..... Sherman, Clay & Co.
Sioux Falls, S. D..... Sioux Falls Talking Mach. Exchange.
Spokane, Wash..... Eiler's Piano House.
St. Louis, Mo..... O. K. Houck Piano Co.
 Koerber-Brenner Music Co.
 St. Louis Talking Machine Co.
St. Paul, Minn..... W. J. Dyer & Bro.
 Koehler & Hinrichs.
Syracuse, N. Y..... W. D. Andrews.
Toledo, O..... The Hayes Music Co.
 A. J. Rummel Arms Co.
 Whitney & Currier Co.
Washington, D. C..... John F. Ellis & Co.
 S. Kann & Sons Co.

TRADE HAPPENINGS IN PHILADELPHIA.

Business Satisfactory Although Not Equal to a Year Ago—Philadelphia Jobbers Form Club—Increasing Call for Red Seal Records—Weyman's New Quarters—Heppe & Son Push Jobbing Business—L. J. Gerson Says That Bad Weather Has Not Damaged Business as Some Supposed—Lewis Co. in Larger Quarters—Keen Co.'s New Cabinet—"Phono-Vita" a New Oil for Talkers—Emil Bauer Returns—Harbach's Fine Line—Columbia Co. Expansion.

(Special to The Talking Machine World.)

Philadelphia, Pa., June 10, 1907.

Reports from the various headquarters for talking machines in this city show that on the whole the month of May was most satisfactory—certainly it has been the banner month for 1907, and in many cases it ran ahead of the corresponding month in 1906. The average trade, however, for this year does not come up to that of last, a decided falling off being felt all through this territory. This should not convey the impression that things are at a standstill in the Quaker City, for such is not the case. The talking machine business was never on a firmer basis, only there has been no big booms to spur things on. As one jobber put it: "We are down to rock bottom, but we know just about where we stand. Each one of us have our own steady line of customers whom we can count on, and we don't have to wonder each month where we are coming out or what accounts are good and what are not."

A fraternal spirit exists between the jobbers of this city, and this feeling should help toward the future advance and success of the "talker" business here. Of course, all of them belong to the Eastern Jobbers' Association, but in order to promote a more intimate friendly relationship and keep each other better posted on local affairs, a sort of a Philadelphia Jobbers' Club was formed recently, and about the fifth of every month they get together at Green's Hotel, Eighth and Chestnut, and, after enjoying a spread, talks on business matters such as credits, etc., are indulged in. In this way they keep each cognizant of the general condition of affairs.

Louis Buehn & Bro., 45 North Ninth street, report business somewhat ahead of April, wholesale trade being very satisfactory. In speaking of the existing conditions, Mr. Buehn said: "Of course, we make a specialty of wholesaling and do not try to cater to the retail trade, and while dealers are not stocking up heavily just now on account of summer coming on, we find little cause for complaint. No, trade on the whole this year has not come up to 1906 with us, but I think this is due mostly to two reasons: general outside conditions, and the fact that we have dropped from our list a number of dealers who could not or would not live up to the 90 day arrangement but would let their accounts run four, five and six months. We are not after that kind of trade." Edmund E. Buehn, the junior partner, and R. G. Dungan, have left to cover the trade in this territory.

May business with the Penn Phonograph Co., this city, has been of a high order, especially in Victor goods. There has been a large call for Red Seal records, and several auxetophones were disposed of. This company report a good outlook for fall trade. They have just added post cards as a side line to their business, and hope to make it a paying investment. J. B. Miller, who has quite a reputation as a practical joker, had the tables turned on him recently. Mr. M. generally makes it a point to keep his desk well stocked with various kinds of lemons to hand his friends, and while chatting to The World representative rummaged through the drawers for a smoke, but if his intention was to soothe his nerves or ease his conscience after having turned down the said representative on a little

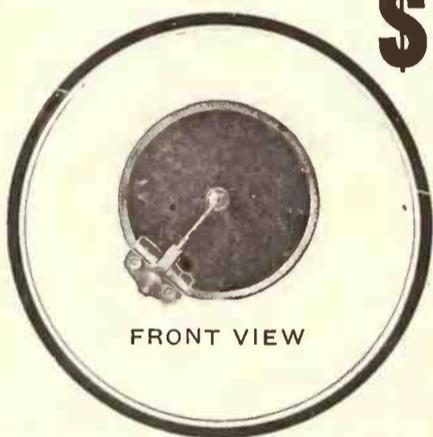
advertising venture for the summer months, it was defeated, for no sooner had he touched a match to the Perfecto (?) than it disappeared in smoke, leaving J. B. a rather surprised, a little dirtier but much wiser man.

Edison and Victor lines are making a good showing at H. A. Weyman & Son's, notwithstanding their broken up condition on account of moving into their handsome new quarters, 1011 Chestnut street. This end of the business is under the able management of Wm. H. Doerr, who hopes to accomplish great things this fall, for in the new building the entire half of the ground floor and basement will be turned over to talking machines. The whole is being fitted up in the most modern manner with soundproof rooms and all the latest improvements.

Wm. O. Ziegler, the manager of the Disc Talking Machine Co., reports trade fairly brisk, and waxed enthusiastic over the last list of Zonophone records, which he says are making a hit. He says they are the best ever.

C. J. Heppe & Son are well pleased with business, present and prospective. This company are pushing rapidly to the front in jobbing circles, and dealers are beginning to get on to the fact that when they want something and want it in a hurry. C. J. Heppe & Sons are not found behindhand in giving it to them. This company, beside handling talking machines, are manufacturers of mandolins, guitars and player pianos. Dealers who find summer trade slack would do well to drop them a line about these, as they go well with the "talker" business, and there's lots of coin to be taken in.

Business with the Musical Echo Co. is somewhat ahead of April. L. J. Gerson, in talking with The World man, attributed this increase to the bad weather, claiming that people being kept indoors on account of rain, etc., made use of their machines to pass away the time, and incidentally orders for new records poured in. This company have recently established a mail order department and are now doing a large business in the rural sections throughout the East. They were recently the recipients of two



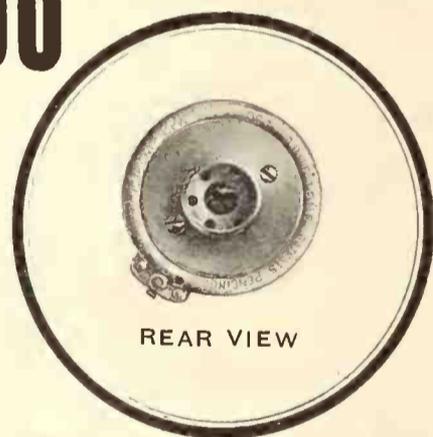
FRONT VIEW

\$3.00



SIDE VIEW

\$3.00



REAR VIEW

TRUE-

-TONE

NOTE THE NEW PRICE, \$3.00 EACH, DISCOUNTS: JOBBERS 50%, DEALERS 40%

We have made this price on the TRUE TONE so that EVERY USER OF A DISK TALKING MACHINE WILL BE ABLE TO PURCHASE ONE.

There is a good margin of profit in the TRUE TONE for both JOBBER and DEALER and IT WILL PAY YOU TO HANDLE IT.

The TRUE TONE IS NOT AN EXPERIMENT but a box which has been on the market for some time and given only FIRST-CLASS SATISFACTION. A great deal of time and money has been spent in its perfection.

**IT IS SIMPLE IN CONSTRUCTION—HAS A 2-INCH DIAPHRAGM—LESS SCRATCH—MELLOW TONE
IT WEARS NEEDLES AND RECORDS LESS—DIAPHRAGM IS METAL SPECIALLY TREATED**

GET IN LINE—ORDER TO-DAY—NO TIME LIKE THE PRESENT

AMERICAN TALKING MACHINE COMPANY
586 FULTON STREET, - - - BROOKLYN—N. Y. CITY

**Largest Talking Machine
House in the City**

carloads of machines and records from the Edison company's factory at Orange, N. J. An expert window dresser has also been added to their staff, and they expect to sort of stir things up a little on Chestnut street.

On account of their fast increasing business, the Lewis Talking Machine Co. have been forced to remove to larger quarters at 33 South Ninth street. Here they will occupy the entire ground floor and basement, and will be in a better condition to handle orders promptly. The Lewis Co. are having an enormous demand for Petmecky needles, for which they are sole agents in this territory, and they can't get Marconi records fast enough to supply the call.

The Keen Co., 132 North Eighth street, have been delayed somewhat in getting out their new disc record cabinet, and owing to the incorporation of some new improvements, they will postpone their official announcement in The World regarding this device until next month. This cabinet somewhat resembles a sheet music filing cabinet in appearance, and consists of sixty drawers holding six records each. The records are placed in a horizontal position, being one upon the other, thus eliminating all chance of warping, and when the drawers are closed the cabinet is dust proof, insuring a clean stock. When pulled out, the front end of each drawer drops down, which facilitates the rapid handling of records. Each draw bears a label marked with the numbers corresponding to the records it contains. The whole is finished in black or red cloth, with brass fittings, making it a very attractive office fixture.

The Western Talking Machine Co. report Edison business for May ahead of last month in both wholesale and retail departments.

A new oil is now being placed on the market by L. Mendel, one of the oldest oil specialists in the country, called "Phono-Vita." As its name implies, this oil is made especially for talking machines, and as such will at once attract the notice of this trade. "Phono-Vita" is strictly a lubricant and is guaranteed in every way. Mr. Mendel is preparing to push this new product, and he is starting right. He will, under no consideration, sell except through the jobber, and all dealers desiring to handle this oil must place their orders through them. A good margin of profit is assured both.

Emil Bauer, of the Bauer Co., 726 Girard avenue, has just returned from a western trip, after experiencing a lot of bad weather but good business. The demand for the S. S. Stewart banjos and Bauer mandolins and guitars proved exceptionally large for this time of year. Mr. Bauer booked enough orders to keep them rushed until fall. The talking machine trade is fast being educated to the musical merchandise line, and dealers everywhere are laying in a stock to help out during the summer months when the "talker" business is slow. Banjos, especially, are proving top notchers this year, and the call keeps on increasing.

Harbach & Co., 809 Filbert street, are undoubtedly one of the largest and oldest manufacturing agents for anything and everything in motion picture machines, films, stereopticons or magic lanterns, slides and supplies in the East. Moving picture theatre or talking machine men who are interested in such things would do well to drop them a line for their complete line of catalogs, for this company handle innumerable specialties that will prove big sellers in this trade.

Manager John A. Gouldrup, of the Philadelphia office of the Columbia Phonograph Co., is especially surprised with the fine showing made by the wholesale department. This he attributes to the efforts of Harry P. Van Steenberg, the popular road representative for this office. This gentleman has only been identified with the Columbia for a few months, but he is fast making a record for himself (no pun meant) that is the envy of many men of more experience.

Arthur Tero, manager of the Columbia Phonograph Co.'s Toronto branch was a recent visitor.

The Keen Co.'s branch at 40 North Eighth street, was burned out on the night of the third. The loss is covered by insurance.

ELECTRIC SELF-PLAYING VIOLIN.

Patent Granted to Harry K. Sandell and Assigned to Mills Novelty Co. Contains Many Novel and Interesting Claims.

(Special to The Talking Machine World.)

Washington, D. C., June 5, 1907.

Henry K. Sandell secured an important patent (No. 855,021) on May 28 for an electric self-playing violin, which relates primarily to improvements of self-playing musical stringed instruments forming the subject of United States letters patent No. 807,871, dated Dec. 19, 1905, and the object is to enable the electric violin to be played in a manner to resemble more closely the human playing thereof.

The mechanical control of the violin, as illustrated in this patent, is a most marvelous piece of work, and one of the more important adjuncts of the instrument is a device for producing, at proper intervals, the vibrating effect which the human player produces by vibrating his fingers against the string which is under depression.

One of the twelve claims covering this remarkable instrument, which, by the way, is assigned by the inventor to the Mills Novelty Co., of Chicago, is as follows:

"In an electric self-playing stringed instrument, the combination with a casing supporting the parts of a circuit having branches, a motor, an electrical contact-roller in said circuit, contact-fingers co-operating with said roller, and means for feeding a perforated music-sheet across said roller and contact-fingers; sounding devices for the strings of the instrument, each including an electro magnet having an oscillatory armature, and each comprising a rotably mounted oscillatory shaft connected with said armature and a sounder on said shaft adapted to sound a string; a series of fingering-devices for each string, each including an electro-magnet and adapted to finger a string when its magnet is energized; said fingering-device magnets being included in branches of which each branch includes one only of said fingering-device magnets and the common parts of each said series including a sounding device magnet, whereby each of said fingering-device magnets in a series thereof is included in electric series with a sounding device magnet; lugs on the armatures of said sounding-device magnets; means for regulating the extent of depression of said armatures, comprising a rocker-plate supported to extend in the path of said lugs and an electro-magnet in a branch of said circuit having an oscillatory armature connected with said plate to rock it; a speed-changing device for the

sounder-shafts, comprising a pair of electro-magnets included in branches of said circuit, a pivotal armature extending over the poles of said pair of magnets, a rotatable shaft geared to said motor and carrying a friction-disk on one end, an oscillatory hearing in which the last named shaft is journaled, a connection between the oscillatory end of said disk-carrying shaft and said pivotal armature, a vertical rotary shaft carrying on its lower end a friction-wheel engaging said disk and geared at its upper end with said sounder-shafts to drive them, and a connection between the armature of said pressure-regulating magnet and said pivotal armature."

A FEW "SHOULD'S" FOR DEALERS

Contributed by One of the Craft Who Recently Sprung Some "Whys."

Editor of Talking Machine Word:

Dear Sir—Thanking you for publishing my last letter of "Whys," I will bother you with a few "should's":

A dealer should wear a perpetual smile.

(Frowns hurt his business.)

A clerk should not worry to find out when the boss is going to raise.

(It will pay him better to give the boss a square deal.)

A salesman should let his customers have the best of a dispute as much as possible.

(They like it, and it pays.)

Everybody in the business should have patience.

(Without it you're lost.)

You should remember that the talker has a great future.

(Never mind what Mr. Sorehead tells you.)

Every one should be up to date on what they are selling.

(If you don't know what the other fellow is doing you're not up to date.)

We all should thank the editor for having such a good medium as The Talking Machine World to keep us posted on the other fellow's doings.

June 7, 1907.

A READER.

PREDICTIONS THIRTY YEARS AGO.

When Edison invented the phonograph in 1877 there were many remarkable predictions for his crude machine which amused the "wizard." For instance, it was claimed that the phonograph could be fitted with a horn which would throw the sound very far, and that a machine mounted on the Statue of Liberty in New York harbor could be used for warning signals to mariners.

To Dealers in Northern Ohio, Northern Indiana and Michigan

We earnestly solicit your trade on the straight, solid basis of giving you a prompt, money-saving service.

There are many advantages in business apart from price. It is these particular advantages we offer you, combined with every benefit and possibility in low price.

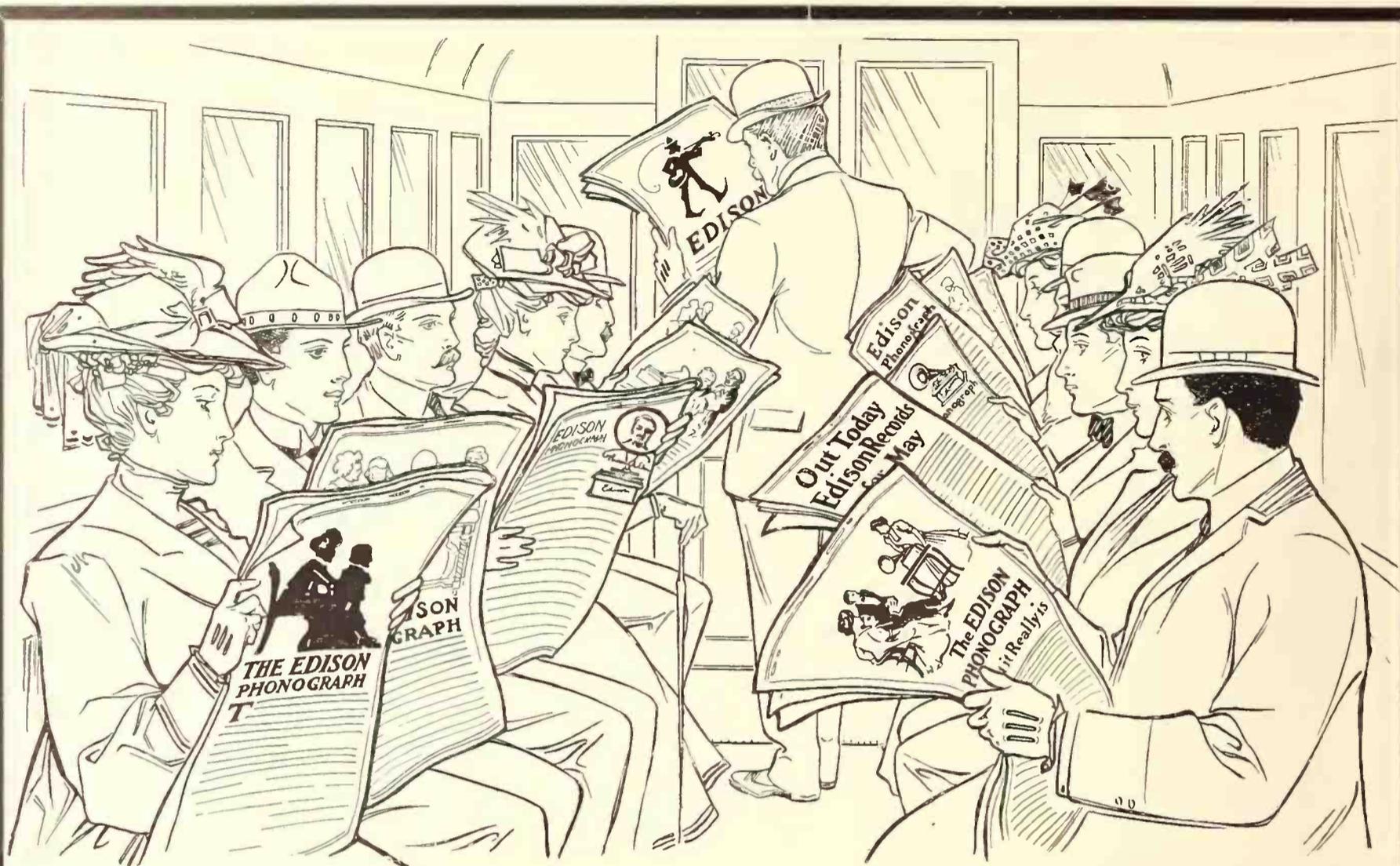
There is nothing of the "haphazard" or "trust-to-luck" in our business methods. We carry in every line the largest volume of stock between New York and Chicago, and so are instantly able to fill your orders the hour they are received.

We are never out of goods when you want them. Then the question of quality and value which comes from large practical experience and is a safeguard to you and your trade—this we place at the service of our customers.

You are just as anxious to increase your trade and profits as we can be. Now, be fair to yourself and test our claims. Ask for anything in Phonographs and accessories, and see how promptly we will supply the demand.

Edison Jobbers

AMERICAN PHONOGRAPH CO.
106 Woodward Avenue
Detroit, Mich.



EDISON PHONOGRAPHS Are Continually Before the People

THE instrument for you to push is the one that is being pushed the strongest by the manufacturer. The Edison Phonograph advertising covers the country like a blanket. It reaches as far as the magazines and newspapers penetrate and is teaching people not only to want an instrument but also to want an Edison.

YOUR territory is alive with possible Edison Phonograph buyers and you cannot satisfy them with any other kind. The Edison name is the one they know best and believe in, and the perfect reproductions, convenient, clear-toned Records of

all that is good in music and unending enjoyment afforded by the Edison Phonograph make an appeal that cannot be met with anything else in the field of mechanical musical instruments.

DO not work against this favorable condition; work with it. Give the Edison a fair chance and you will see the money.

THERE is a jobber near you who can supply you with all types of Edison Phonographs and the new Records as they come out. Write us for his name and any other information you may need.

National Phonograph Co.,

59 Lakeside Avenue.
Orange, N. J.

COLUMBIA STORE AT DAVENPORT.

One of the Enterprising Establishments Controlled by the Great New York Institution—Manager Herriman's Success.

(Special to The Talking Machine World.)

Chicago, Ill., June 3, 1907.

The accompanying photograph shows the Columbia phonograph store at Davenport, Iowa. The gentleman on the seat of the demonstrating rig is Robert White, who recently joined Manager Herriman's force at Davenport. Mr. White was formerly of St. Paul. He is doing some ex-



cellent work in his new position, using original and novel ideas.

A. D. Herriman, the manager of the Davenport store, has been half a dozen years in the talker business. He commenced when in the cigar and tobacco retail business in Chicago by handling a line of Columbia goods as a side line. He finally sold his store and went with Rothschild & Co. in charge of talking machines and small goods. Three years later he resigned and went with Siegel-Cooper in a like capacity. From there he went to the Columbia Phonograph Co. as man-

"NEEDLES IZ AZ NEEDLES DUZ"

A Dealer writes us "Send on receipt another lot of 10,000 Petmeckys. Every 'Crank' in town is now using them."

DO YOU KNOW

that from the rank and file of the army of "Cranks" come the *connoisseurs*. Their appreciation and approval of anything puts that thing at the *very* top.

Show us a dealer whose store is the headquarters for such people and we will show you the *leading* man in his business in the town.

WHY?

He sells the best of everything

Do You Sell
Petmecky Needles?

Best by Test.

Interesting booklet—samples, price list, etc., on request.

PETMECKY CO.

Suite 506, N. Y. Life Building
KANSAS CITY, MO.

ager of the retail sales at 88 Wabash, and in October of last year opened up the Davenport office for them. The business of Davenport has prospered greatly under Mr. Herriman's careful management.

Last month Billy Golden, famous both as a vaudeville artist and record maker, struck Davenport and made a much prized souvenir record of "Turkey in the Straw" for the Columbia manager.

INVENTS WIRELESS TELEPHONE.

Los Angeles Man Says He Will be Able to Talk from Coast to Coast.

(Special to The Talking Machine World.)

Los Angeles, Cal., June 8, 1907.

Fred Harvey Brown, of Long Beach, says he has invented a new wireless telephone, which he calls the Harmonie telephone. He says he will be able to transmit verbal messages from coast to coast. Brown, who has grown old in the invention of electric devices, says that a phonograph is attached to a microphone, and that wires lead from it to an induction coil. From this the sound of the phonograph is led to a coil of wire placed vertically and from which the vibrations are transmitted to the air.

A person wearing another induction coil in his hatband or under the coat, with an ordinary telephone receiver attached, Brown says, may wander at will in the vicinity of the Brown residence and hear clearly the sounds of the phonograph.

The result would be the same, according to Mr. Brown's claims, as if a person had talked into the microphone. A person in Los Angeles, he says, can hear another talking in San Francisco.

TALKER IN ART POTTERY.

It is said that a new style of talking machine, named the "De Luxe," will shortly be put on the English market. The new machine has no horn, the sound issuing from an artistic piece of art pottery, arranged with regard to the law of acoustics. The new machine is designed especially for the drawing rooms of the wealthy, and may be run either by clockwork or an electric motor.

VICTOR EMPLOYEES HELP Y. M. C. A.

The employes of the Victor Talking Machine Co.'s factory came to the assistance of the Camden (N. J.) Y. M. C. A. in a very handsome manner recently, contributing the sum of \$1,400 to the building fund of the association. The gift was announced by Albert W. Atkinson, who stated that "the best boys in the establishment were those from the Y. M. C. A." When the collecting of subscriptions was started practically every man and boy had a share in it. The employes' contribution was in addition to a substantial one made by the officers of the company.

HANDLING ADVERTISED ARTICLES.

Dealers are more and more coming to realize the benefits to be derived from handling established, staple, thoroughly advertised articles. An article generally advertised and for which a dealer will make a push locally results in selling not only the advertised article, with its accompanying profit, but in bringing a large number of people into the dealer's store who are not regular customers, and a proportion of whom he can sell other seasonable lines of goods and make regular customers of.

What every dealer should be interested in is increasing his number of customers, which means people who think of him and visit him when in want of any of the articles that he is known to carry rather than visiting him occasionally and dividing their trade with his competitor. The dealer who handles unadvertised and unknown articles has to sell them through his own efforts and loses the benefit of a large expenditure which is made by the maker. See the point?



☞ Do you like this issue of the World?

☞ Is it not worth something to you in your business?

☞ Do you receive it regularly?

☞ If not, why not?

☞ The fault is your own, for we've done our part in supplying you with a sample copy.

☞ Subscribe for it.

☞ That's the only way to get it.

☞ It is worth ten times the annual cost to you, whether your store is in Houston, Hong Kong or Hindoostan. We have subscribers in all these places, and they say "Yes."

☞ Be progressive and read the World. Your competitor takes it and he knows its value.

☞ It costs one dollar yearly in the United States and Mexico; all other countries, one dollar and twenty-five cents.

☞ Don't delay sending in your order; not soon, but NOW! We can handle anything in checks, postal orders, stamps, and, of course, cash.

THE
Talking Machine World
SUBSCRIPTION DEPARTMENT
1 Madison Avenue, New York

NOTHING SUCCEEDS LIKE SUCCESS.

WE COMPLIMENT THE TALKING MACHINE TRADE
on their quick endorsement of

PLATOL

(TRADE MARK)

If you are one of the few that have not yet become acquainted get in line to-day and don't let the other fellow have all the coin.

Here's Your Reason.—**PLATOL** pleases and pays.

Here's Your Argument.—Why not beautify as well as clean.

Here's Your Salient Selling Point.—**PLATOL** Silver-plates and cleans.

Why Not Have Your Customers

BEAUTIFY as well as CLEAN



Note Easily Detached Cork.

THEIR TALKING MACHINES,
HORNS and HORN CRANES.

PLATOL

(TRADE MARK)

Works the Charm.



Corrugated Lined Carton for Bottles.

PLATOL Silverplates and cleans in the one simple operation of "rubbing on."

PLATOL does its work with little labor and small expense.

PLATOL is delightful to use, guaranteed to be absolutely free from poisons and odors; does not stain the hands nor scratch the most delicate surface.

PLATOL improves the tone as well as the appearance.

A Big Selling Point.—Every housewife appreciates an article which will re-plate her silver as well as clean it.

"Don't hesitate." "It's worth your while." "It pleases and pays."

Your jobber has it. Ask him all about it. Give a trial order.

NOTE.—**PLATOL** is sold through jobbers only.

STEINREICH MFG. & IMPORT COMPANY,

Advanced Articles of Utility.

190-196 West Broadway, NEW YORK CITY.

A PREMIUM TO CASH PURCHASERS—Your first order for not under one gross entitles you to a genuine \$2.50 Waterman Fountain Pen, fully guaranteed.

A PREMIUM TO CASH PURCHASERS—Your first order for not under one gross entitles you to a genuine \$2.50 Waterman Fountain Pen, fully guaranteed.

THE "TALKER'S" POWER.

War Clouds Gather and Disperse at Will of Talking Machine—A True Story from the City of Brotherly Love Which Demonstrates the Influence of the Talking Machine.

(Special to The Talking Machine World.)

Philadelphia, June 10, 1907.

Frank Osmun, the genial dispatcher of tales and also the head salesman for the Penn Phonograph Co., of Philadelphia, is responsible for the following narrative, which is all the more entertaining because it is true in every particular:

"One of our customers, Frank Kane, residing at No. 323 North 52d street, is the proud owner of a Victor talking machine, and a few days ago he decided to lay in his winter's supply of coal, this season of the year being the most advantageous from a financial standpoint.

"When the wagon arrived it was in charge of a gentleman of color by the name of Rastus Johnson, and a child of sunny Italy, known as Ignacio Guissepi. The unloading began with the usual amount of energy, but as soon as Mr. Kane started his machine—he having some friends to entertain—there was a lull for a moment, then operations were resumed, but with only one-half the noise and dust. Interested, he went to the window, and the scene that met his gaze was most inspiring—Signor Guissepi had thrown aside his shovel and was gliding in the maze of a melancholy dance to an air from Il Trovatore, which was issuing from the brass horn of the Victor. Rastus kept on with his work, paying no heed to the enthusiastic outburst of his fellow-workman, his face bearing a look of intense loathing. He evidently had no use for the Dago or his antics.

When the selection was finished and the dancing had ceased, Mr. Kane had an inspiration. He decided to make an international experiment. Slipping a red-hot rag-time air upon the machine, he turned the horn toward the open window, and awaited developments. When the first introductory bars of the tune smote the atmosphere, Rastus hesitated. As the record got down to business there came a blurred vision of a shovel before the eyes of Mr. Kane, as it flew from its owner's tingling fingers, and with a chuckle of delight, the colored man began a dance of the levee. One of those twisting, whirling hoe-downs it was, peculiar to the 'down-south negro.' Faster and faster flew his feet, his battered cap bounding from his head, his one suspender flying from his writhing shoulder. In the very midst of his wild exhilaration, he was rudely brought back to the common things of life by a huge lump of coal which assaulted him most cruelly between the ribs.

"You foola da nig, me no unloada no more! Getta da shove!"

A look of keen disgust and anger overspread the features of "Mistah Johnsing." "Yuh didn't tink ob dat, Dago, when yuh war a-hoppin' rouu' heah like a pullet wid huh head off, did yuh, huh?"

"Getta a da shove!—getta da shove!" reiterated Ignacio.

Mr. Kane held his breath. Was there to be war? Slipping a record of a sweet love song, rendered by a golden-voiced soprano, upon the turntable, he prayed that he might be the means of calling the dove of peace back to this would-be battlefield and seeing its silken wings hover once more over the heads of these wrathful sons of toil. As "Annie Laurie," in all its quaint and delicate refinement, flowed out upon the summer air, the prospective belligerents absorbed its soothing influence, and with mingled sighs of relief resumed their labor.

Hostilities had been averted through the power of the "talker." Nuf sed.

HOWARD TAYLOR MIDDLETON.

SUCCESS OF WIRELESS 'PHONE.

The Delaware, Lackawanna & Western Railway electrical department have been experimenting with the wireless telephone system which has

been installed at the New York-Hoboken terminal. Dr. De Forest, the inventor and developer, has been in charge, and is delighted with the success achieved. The system has been installed at three points—the high bell tower on the Lackawanna's new depot in Hoboken, the entrance to the railroad's tunnel through the Heights, and at No. 90 West street, New York, the local depot. The company expect to install wireless telephones on their new ferryboats when the system is working well, and this is expected to be of great assistance in fogs and in emergencies. It is reported that those making the experiments talked across the Hudson.

TALKING MACHINE RECORDING.

Some Laws of Sound as Defined by the Great Acousticians Helmholtz and Tyndall and Their Relevance in the Talking Machine Laboratory.

Two of the greatest authorities of sound are admittedly the great German scientist, Professor Helmholtz, and Professor Tyndall, who devoted a great deal of time to the study of acoustics, his treatise on the subject being recognized, as a matter of fact, as a standard text book, says the Phono Trader. Now both these scientists agree that sound travels at a given speed according to temperature—this becomes purely a mathematical equation. By sound is meant all sounds. There is no differentiation between a high and a low note. That is a question of frequency of vibration, and has absolutely nothing to do with velocity.

At a mean temperature sound travels at the rate of 1,125 feet per second; at a temperature of zero centigrade it is 1,093 feet per second, and the velocity increases with the increase of temperature, the increase being about 2 feet for every degree centigrade. It is independent of the density of the air and pressure at the same temperature.

It is the same, with the same temperature, with all sounds, whether they be strong or weak, deep or acute. Therefore the tune played by a band at a distance is heard without alteration, except intensity, which could not be the case if some sounds traveled more rapidly than others.

In talking machine recording, when a band is grouped round the horn, it naturally follows that some instruments strike the diaphragm before the others, but the time equivalent is so minute that it is not perceptible to the human ear.

The great law—"the intensity of sound is inversely as the square of the distance from the

sonorous body from the ear"—is exemplified most emphatically in talking machines, because when the sounds are not "in focus" the results of the recording are poor, weak, lacking quality and unsatisfactory to our still more sensitive hearing system.

GERMANY'S NEW RATES ON TALKERS.

The new commercial agreement between the United States and Germany, which goes into force July 1, following the recent proclamation of the President, gives Germany the advantages of section 3 of the Dingley tariff law, in return for which the United States gets the benefit of the present German conventional rates.

Among the forty classes of articles on which Germany makes substantial reductions we find talking machines, which were formerly listed at 60 marks, are reduced to 40 marks per 100 kilos; music boxes without cases, formerly 25 marks, now 20 marks per 100 kilos (parts of music boxes also come under the former ruling); apparatus for mechanical repetition of musical pieces, 25 marks per 100 kilos.

RARE LOT OF ADVERTISING SENSE.

A rare lot of solid advertising sense was crowded into a little space by that expert who said: "The successful advertiser is not the man who makes assertions only, but the one who gives explicit and substantial reasons for the claim that he makes." That's it. Any one can generalize, throw out glittering allurements that mean nothing, and use much space in words that mean nothing when simmered down. But a man who makes a plain business proposition, persuades the reading world that he means to do as he says, and has something worth looking into. If he gives facts and figures, his figures and his facts speak for themselves. As the man above quoted adds: "In retail advertising there is often too much of the big drum and too little of useful information. Tell your public one solid fact and you have done better than if you had reeled off columns of cheap rhetoric about low prices and high quality, and all the other well-worn stock-in-trade lingo of the old-fashioned advertiser."

The Louisville, Ky., store of the Columbia Phonograph Co., Morris Silverstein, manager, has been moved to new and sumptuous quarters at 311 Fourth avenue, where three floors are occupied. The store was formerly located in the Parr block.

A New Adjunct
in the Trade

PHONO - VITA



It's for Talking
Machines

BEST in quality
MOST in quantity
LEAST in price
and a
EASY SELLER

Why?
BECAUSE it is made
Exclusively for
TALKING MACHINES

Including such machines
which are built with
spring valves and wheels—
Music Boxes
Moving Picture Machines, &c.

This wonderful oil, the result of careful study by an authority in matters of oil compositions, rightly bases his experience on the fact that lubricants must be of such consistency as to be congenial to the character of the machine. Now as to Talking Machines, which are built with valve springs and wheels, a particular kind of oil is required, one possessing sufficient viscosity to be lasting, but not too thin to endanger the graphite packing by penetration.

**PHONO-VITA is
made just right**

PHONO-VITA is a Rust Preventative. Can also be used with profit to restore and retain the polish on the wood and enamel work. Put up in a full two-ounce bottle, encased in a carton, to be sold at 10 cents. I am selling to Jobbers only, and at a good margin.

I desire to give notice to the public that I have obtained the right to use a design of a Talking Machine as a Trade Mark for lubricating oils and greases under the New Trade Mark Law of Feb. 20, 1905. Warning is given that anybody using such a design in any manner or form on bottles or advertising matter will be prosecuted by law.

I respectfully solicit correspondence from all parts of the country with a view of obtaining exclusive agencies. Address

L. MENDEL
314 North Fifth St., Philadelphia, Pa.

WILKINS AN ENTHUSIAST

Regarding the Edison Phonograph the Merits of Which He Has Been Acquainted With for the Past Fifteen Years—Has Placed Some Orders in Europe for Sterling and White Records—Likes The World.

W. H. Wilkins, the talking machine dealer of Claremont, N. H., has favored The World with a photograph of his very handsome phonograph room and art studio at 48 Tremont Square, that city. It is attractively equipped, showing a fine line of phonographs, records and supplies. In this connection Mr. Wilkins says: "I carry only Edison machines; have been in the business about fifteen months, but have owned an Edison phonograph for over fifteen years. They were put on sale fifteen years ago last September, and I bought one six weeks after that. I traveled with it almost continuously for three years, shipped it thousands of miles, and never paid out but 75 cents for a pair of feed nuts, which wore out. I had arrive on April 6 the first consignment of the famous 'Sterling' records made by the Russell Hunting Record Co., of London, England, and have another invoice larger than the first due to arrive any day. Have also an order in for a sample lot of the 'White' records, also made in London. Both of these firms I got in touch with through their ad. in your indispensable publication. I am satisfied with

a combination like the Edison phonograph and The Talking Machine World."

PHONOGRAPH RECORD SECURED

Of the Dead Language of Hindu Scholars Made in Ceylon—Dr. Moszkowski's Find—Weddas Who Are the Aborigines of the Island Speak the Ancient Tongue.

The talking machine is proving a great boon to those scientists who are laboring to save the fast-dying dialects of certain races throughout the world. Dr. Moszkowski, of Berlin, who is a member of the expedition which recently journeyed to Java has sent an interesting report of his study of the native Wedda or Vadda tribe on the Island of Ceylon.

The Weddas are the aborigines of the island, which was known to the Greek as Taprobane and to scholars as Serendib—a corruption of the Sanskrit Sinhaladpa. The Weddas are probably the only people in the world who have preserved ancient Sauskrit as a spoken language. According to the great Hindu epic, the "Ramayana," the Weddas were conquered by the hero Rama and his followers, who captured the Wedda King, Rawana. The natives rallied, however, and the successors of Rama were finally annihilated. Then, in 543 B. C., came Vijaya, an Indian Prince, who was accepted by the Weddas as sovereign and established the institution of caste. To Vijaya

and his descendants is due the considerable culture of the islanders first recorded by the Portuguese adventurer, Almeida, when he landed at Colombo in 1505.

With the exception of the Weddas, who are still a forest tribe, the Rodiyas, an outcast tribe, which has a language of its own, about 7,000 Europeans and 14,000 or so of European descent, nearly 70 per cent. of the population speak Sinhalese, which is an Aryan language nearly allied to Pali, a dialect and later form of Sanskrit. The remaining 30 per cent. speak Tamil, a Dravidian language used by those of Arab descent.

Dr. Moszkowski spent several weeks in the forest home of the Weddas and obtained several kinematographic records of their home life, and, what is far more important, some phonographic records of their language.

The Weddas still make their living by hunting and fishing, live in the most primitive fashion, and eschew all Occidental customs and domestic as well as agricultural utensils. The doctor became a great friend of their chief, and excited much interest by trying to pronounce the literary language of the early Hindu scholars after its silence—save among the Weddas—of twenty-two centuries.

C. L. Dailey has opened a new talking machine store in Cohoes, N. Y., handling Edison goods exclusively. Mr. Dailey was formerly agent for this line at South Valley.

THE PHONOMETER

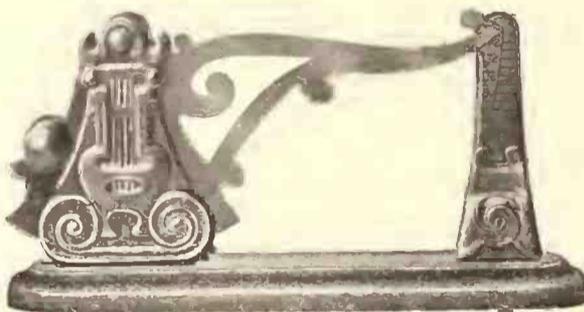
(PATENT APPLIED FOR)

The Only Talking Machine Speed Meter

Instantaneous in Action. Permanently Effective. Absolutely Accurate.
FOR USE ON ALL DISC MACHINES

REASONS WHY ALL DISTRIBUTORS AND DEALERS SHOULD HANDLE THIS NEW AND BIG SELLING NOVELTY

- I. BECAUSE it is **absolutely accurate.**
- II. BECAUSE it indicates the speed of all disc machines **instantly.**
- III. BECAUSE by its use each and every record can be reproduced at the correct speed, and all musical records (vocal or instrumental) **reproduced in the same musical key (or pitch)** that the artists originally sang or played the selections.
- IV. BECAUSE the voices of Caruso, Melba and all the other vocal artists, speaking records of celebrities, the tone qualities of solo instruments, etc., **cannot be faithfully reproduced** from records and thus bring forth the individuality of the artists or instruments, the tone quality and life-like realism required, **if the machine is not accurately and properly regulated.**
- V. BECAUSE you can sell a **Phonometer** to every machine or record customer upon demonstration.
- VI. BECAUSE it becomes an **absolute necessity!**
- VII. BECAUSE **the Phonometer** is for sale by and receiving the highest endorsements of the following Distributors of Disc Machines:



RETAIL, ONE DOLLAR.

BLACKMAN TALKING MACHINE CO.,
97 Chambers St., New York.
DOUGLAS PHONOGRAPH CO.,
89 Chambers St., New York.
S. B. DAVEGA,
32 East 14th St., New York.
I. DAVEGA, JR.,
125 West 125th St., New York.
JACOT MUSIC BOX CO.,
39 Union Square, New York.

LANDAY BROS.,
400 Fifth Ave., New York.
VICTOR H. RAPKE,
1661 Second Ave., New York.
REGINA MUSIC BOX CO.,
41 Union Square, New York.
STANLEY & PEARSALL,
541 Fifth Ave., New York.
ALFRED WEISS,
1525 First Ave., New York.

C. KOEHRING & BRO.,
878 Virginia Ave., Indianapolis, Ind.
POWERS & HENRY,
Sixth St. and Duquesne Way, Pittsburg, Pa.
METROPOLITAN TALKING MACHINE CO.,
Jacksonville, Fla.
FRIEDRICH'S MUSIC HOUSE,
30-32 Canal St., Grand Rapids, Mich.
STONE & BARRINGER CO.,
Charlotte, N. C.

DEALERS—Write your distributor immediately for sample and attractive advertising matter, etc.

MANUFACTURED BY

PHONOGRAPHIC MUSIC CO.

39 South Ninth Street

=

=

Brooklyn, N. Y.

THE TALKING MACHINE IN THE ALEUTIAN ISLANDS.

L. C. Dillman the Wealthy Capitalist Favors the World With Some Interesting Photographs of How the People of That Far Northwestern Country Enjoy the Talking Machine—Some Interesting Ethnological Deductions as to the Ancestry of the People of This Country.

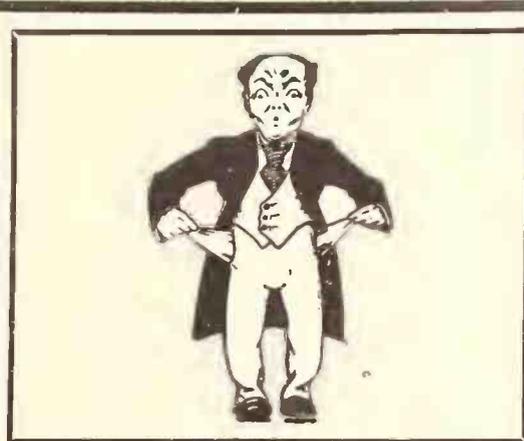
(Special to The Talking Machine World.)

Chicago, Ill., June 10, 1907.

L. C. Dillman, a wealthy capitalist of Seattle, Wash., and the president of several companies conducting explorations of copper properties in Alaska and the Aleutian Islands brought to Chicago last month the decidedly interesting photographs here reproduced. The photographs were taken at Dutch Harbor in the Aleutian Islands several years ago by Lieutenant Crisp, of the United States revenue cutter, "Manning," and were presented by him to Mr. Dillman. They

matter clear to her, and insisted that the music was made by the sailors in the ship in the harbor and was transmitted to the horn by means of wires. The fair (?) cynic is the daughter of the chief of the Aleuts—the fat gentleman standing at the extreme right of the picture.

The second photograph is still more interesting because of the interesting ethnological question it suggests. When this photo was taken the Victor was playing a Chinese piece of music which the Aleutians immediately claimed to recognize as one of their native airs. This is taken to indi-



Up against it

The dealer who tries to fill the wants of his customers, and hasn't the help of his jobber, is up against it. His only salvation is in a new jobber whom he can count on to work with him. He must give up his old jobber, or keep on giving up his customers.

With the right kind of a jobber, it's easy for you not only to hold your present customers, but to add many new ones. Our service helps you to do it. Whatever makes money for you, makes money for us. So you see we have an object in shipping all orders the same day they are received.

It pays us to be prompt, because it pays you to be prompt. Your customers know you can quickly give them whatever they want, and you find yourself selling them more goods all the time—and buying those goods from us. That's where we come in. Promptness is our hobby and we ride it to perfection.

Try us and see. Isn't there something you need right now in the way of Victor talking-machines and records, disc cabinets, fiber cases, English needles, trumpet horns or other accessories.

Write anyway for our latest catalogue.

The Victor Distributing and Export Company

77 Chambers Street New York



(Copyright, 1905, L. C. Dillman.)

ALEUTIAN ISLANDERS LISTENING TO THE TALKING MACHINE. PLAYING A LAUGHING SONG.

represent the Aleut Indians listening to an old style straight arm Victor talking machine, which formed one of the prized possessions of the ship's crew. In the first photograph the machine is playing a laughing song. Every one is enjoying it in the orthodox way with the exception of the young woman standing immediately before

cate that the natives of the islands are descendants of the Chinese or Japanese, a theory that seems to be further strengthened by a scrutiny of their faces.

The absence of native attire is accounted for by the fact that the United States life-saving stations receive cast-off clothing from various socie-



(Copyright, 1905, L. C. Dillman.)

ALEUTIAN ISLANDERS LISTENING TO THE TALKING MACHINE.

Playing a Chinese record claimed by the Aleutians to be one of their native airs. This would indicate that the Aleuts are descendants of the Chinese or Japanese.

ties for the benefit of the victims of wrecks and are allowed to distribute any surplus they may have to the natives.

ties for the benefit of the victims of wrecks and are allowed to distribute any surplus they may have to the natives.

STEWART

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



CELEBRATE 50TH ANNIVERSARY.

The J. F. Schmelzer & Sons' Arms Co., the prominent talking machine jobbers of Kansas City, Mo., recently celebrated their fiftieth anniversary as a firm having started business in Leavenworth, Kan., in 1857.

THE BAUER CO., 726-730 Girard Avenue Philadelphia, Pa.



ABOUT ZON-O-PHONE RECORDS

¶ If the Zon-o-phone records had not been better than those ordinarily sold they would not have advanced so rapidly in popularity.

¶ We realized that a quality record would win out and because the Zon-o-phone is made in a faultless manner is one of the reasons why it has grown steadily in trade esteem.

¶ Even a careless listener can detect the difference between Zon-o-phone Records and any other records on the market.

¶ Another point for the dealers' consideration is the fact that our monthly list of records contains the latest and the best in the musical world.

¶ If you have Zon-o-phone records in stock you can rest assured that your record business will steadily increase. It can't be otherwise.

¶ All talking machine men have found that out through a trial order of Zon-o-phone records and machines.

¶ Another point worth considering is that Zon-o-phone tapering arm instruments are big sellers. They are priced at \$20.00 to \$75.00 retail and have demonstrated their trade selling qualities.

THE UNIVERSAL TALKING MACHINE CO.

FACTORY AND GENERAL OFFICE:

Camp and Mulberry Streets,

NEWARK, N. J.

WITH THE TRADE IN INDIANAPOLIS, IND.

The Kipp-Link Phonograph Co. to Move to New Location Where They Have 7,000 Square Feet of Floor Space—Columbia Phonograph Co. Made Handsome Display on Memorial Day When President Roosevelt Visited the City—Records Made by Cal Stewart—G. W. Craig Well Pleased With Business Outlook—Frank Lesley's Clever Publicity Scheme—Arcade People Very Busy—Amusing Story of How The Phonograph Beat Teddy.

(Special to The Talking Machine World.)

Indianapolis, Ind., June 9, 1907.

The Kipp-Link Phonograph Co., who have been in business here for one year, announce that they will move to a new location within a short time on Washington street, in the main business district of the city. The company in their new location will have about 7,000 square feet of floor space, and will have a special department devoted to the commercial phonograph. The company will make a special display of this line, as the use of the phonograph in commercial life in Indianapolis and in the entire State, for that matter, is growing rapidly.

The Kipp-Link Co. have had remarkable success since they started in business one year ago. They handle Edison and Victor machines, and devote most of their attention to the wholesale work in Edison phonographs. The company sell machines at retail, but place the stress on the wholesale department. The company hope to be in their new place between July 1 and 15. Their present location on North Illinois street, is well arranged, but the space is not sufficient.

The company have just sent out a number of circular letters advertising their "can't-be-beat" service. This letter bears the Edison jobbing business particularly, and in an interesting way comments on the vicissitudes of the first year in business, also extending appreciation to the customers for their patronage and kindnesses.

B. Feinberg, of the Western Talking Machine & Supply Co., Madison street, Chicago, was a business caller at the Kipp-Link Co.'s store recently. He is well pleased with the business in this State, and says that prospects are good.

The Columbia Phonograph Co.'s display windows were beautifully decorated in the national colors for Memorial Day, when President Roosevelt delivered an address at the unveiling of the Lawton monument before 100,000 people. The Columbia Co. here are now receiving advertising material from the main office. This advertising matter is sent out under the direction of George P. Metzger, who has started a movement in aggressive publicity. Mr. Devine, of the Columbia branch here, is well pleased with the material which he has received so far.

Mr. and Mrs. Cal Stewart, who make the original "Uncle Josh" records, were in the city recently, and while here were at the Columbia Phonograph Co.'s store and made a number of records for the patrons of the Columbia Co. Among those for whom records were made was Mrs. Hugh J. McGowan, wife of the well-known traction magnate of this city. Mrs. McGowan is one of the regular customers of the Columbia Co.

Colonel Wood, who is the architect for the new Grand Opera House, which is to be erected here this summer, is a customer of the Columbia Phonograph Co. He has a machine in his room in the Denison Hotel, and since he has been here he has been a good purchaser of records. The record which he prizes most highly is Gounod's "Ave Maria," sung by Giannina Russ.

George W. Lyle, general manager of the Columbia Phonograph Co., spent a day in Indianapolis recently. While here he received a telegram stating that the business of the company for the month just ended was the greatest in their history.

George W. Mays, who sells the Edison machine, has taken his big wagon off the road temporarily, owing to the illness of his driver and salesman. The wagon was very successful while it was out. The plan was to take machines from house to house in counties in the central part of the State.

G. W. Craig, who does a jobbing business all over the State and in adjoining States in Edison

machines, is well pleased with the outlook for the season. His business for the last month exceeded by several hundred dollars the business of the corresponding month for last year. Mr. Craig has received unsolicited orders from points in Illinois and Ohio, including some from Cleveland and from towns in the very shadow of Chicago.

A. B. Wahl, who handles the Edison phonograph, says that business locally has been a little quiet for the last month. Wholesale business, however, has been good. Prospects out in the State seem to be good, he says.

E. E. Hill, who handles Edison machines at retail on Massachusetts avenue, says that business is better than it was at this time last year. There was a lull in March, but this has been overcome and prospects are good now, he says.

Frank Lesley, who handles Edisons and discs, started a little novel advertising at his place the other day. He put in the display windows a number of rolling pictures, illustrating the new records. The continuous performance giving the names of the new records and illustrating them, attracted quite a great deal of attention. Mr. Lesley has also had painted on all of the company's delivery wagons pictures of the Edison machine.

Five-cent theaters and the penny arcades have been having a fair business for the last month. Several big days in Indianapolis have brought patrons, but on other days the cold weather has interfered somewhat with business.

The Vaudette, managed by Gillingham & Zepp, is making some improvements. The interior of the room is being redecorated, and when completed will present a handsome appearance. They are fixing up for the summer. This place is situated on Illinois street, and has been enjoying a good business for the last month.

The National Amusement Co. have had moving pictures of the Thaw trial on exhibition for the last month, and the pictures still prove to be winners. They don't get old as rapidly as the company had expected.

Arlie Overton has been employed as a ticket taker at the Manhattan five-cent theater on West Washington street. This company have been

making a hit with the series of pictures entitled "Black Beauty."

Mike Guthrie, who is starting a new five-cent theater on West Washington street, mixed up with the police recently, and was extensively written up in the dailies of the city. Mike went down to get the chairs for his new place, and, as the story goes, he was somewhat vexed when he was told that they were not ready. He mixed with the man in the office, and about this time the police were called. At the same time Mike received word that his wife had been overcome in a crowd in one of the big stores on Washington street. He told the police that he didn't have time to be arrested, that he had to go and look after his wife. The officers, however, sent a man to take care of Mrs. Guthrie, and then took Mike in charge.

"Phonograph Beats Teddy," was the rather attractive headline which was run over a "story" in one of the dailies the day after President Roosevelt was here. An old man, according to the story, was standing near the Bijou five-cent theater on Washington street, near the scene of the unveiling of the Lawton monument. The crowd was dense and he couldn't get within hearing distance of the President, though he wanted to very much. About this time the phonograph in the lobby of the Bijou started up on "Marching Through Georgia." It captivated the old man. He was a veteran of the Civil War. "That's the kind of music," he said. "I guess I just won't worry about hearin' the President. I'll stand right here and listen to that. That's the kind of music I like. I don't want any of yer highfalutin' music. And I believe I'll take one of them talking machines home with me, when I go, too."

DEVINEAU SELF-SUPPORTING HORNS.

Arrangements have been completed whereby the Devineau self-supporting horns will be placed upon the market in the near future. It is understood that this company will have ample manufacturing facilities to create horns in large quantities. They propose to do business directly with the jobbers and not to arrange with any parties to handle their entire output. The horns manufactured by this company can be used on all cylinder machines.

Some very excellent recitals are being given at Warner's Music Store, Madison, Wis., and celebrated grand opera artists being heard through the medium of the Victor talking machine. The programs are gotten up in regular concert style, and admirably diversified.

HEPPE

THE OLDEST TALKING MACHINE JOBBERS

IN PENNSYLVANIA

Jobbers in:

**EDISON
PHONOGRAPHS**

**Victor Talking
Machines**

**RECORDS
SUPPLIES**

**VIOLINS, MANDOLINS, BANJOS,
GUITARS, BAND INSTRUMENTS,
PLAYER-PIANOS.**

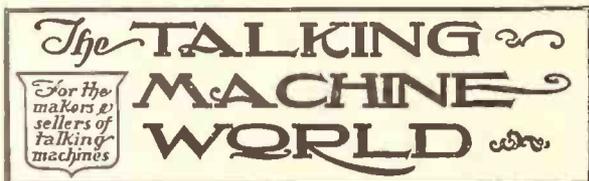
The know-how that comes from long experience enables us to give to dealers a service that is exceptional. Promptness and care in filling orders are such as to make every transaction satisfactory, and the uniform quality of goods furnished by us is, so our dealers say, remarkable.

Our system of inspection assures the very best and newest produced by the Edison and Victor factories.

Write us—better service is our specialty.

**C. J. HEPPE & SON, 1117 Chestnut Street
PHILADELPHIA, PA.**

HEPPE



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TELEPHONES: Central, 414; Automatic, 8643.

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

St. Louis Office: San Francisco Office:
CHAS. N. VAN BUREN. S. H. GRAY, 240 Sacramento St.

Cleveland Office: G. F. PRESCOTT.

London, England, Office:

69 Basinghall St., E. C. W. LIONEL STURDY, Manager.

Berlin, Germany, CHAS. ROBINSON, Breitestr. 5.

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ADVERTISEMENTS, \$2.00 per inch, single column, per insertion. On quarterly or yearly contracts a special discount is allowed. Advertising Pages, \$60.00; special position, \$75.00.

REMITTANCES, in other than currency form, should be made payable to Edward Lyman Bill.

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

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

NEW YORK, JUNE 15, 1907.

PRICE cutting has always had a tendency to demoralize business conditions in any industry in which the practice has been indulged. The talking machine industry has been free from these demoralizing effects, consequently dealers have known full well that no competitors could undersell them on the same brand of instruments. As a result of price maintenance, the talking machine industry has not only maintained a solid front, but it has advanced tremendously as an industry in which good business principles have prevailed. It is to be regretted that the same conditions do not exist in talking machine accessories, particularly the manufacture of horns. Price cutting and slashing have been rampant in this department for some months past, and as a result it has somewhat demoralized settled trade conditions.

THE chief violators of good business principles are the itinerant horn makers, who are hardly important enough to be dignified by the term, manufacturers. Having learned the business of horn making, they manufacture a few horns and peddle them out to some jobbers at all sorts of prices. If some of them make fair day's wages they are well satisfied. This class of horns has no guarantee behind them, and presumably will not stand the wear like the horns created by reputable business houses whose products have gained a fair reputation in the trade on account of the actual merit they possess. It pays in all lines of merchandise to buy only of reputable people, and the same principle should be kept well to the forefront in the talking machine industry.

THERE is no denying the fact that general trade during the month of May was injured materially by unseasonable weather and by crop reports which were not encouraging. These conditions caused the deferring of many purchases, probably talking machines among them. But this industry will not suffer on this account to anything like the same extent as some other

branches, such as dry goods, clothing and manufactures of goods which are quickly out of date on account of changing style conditions.

JUNE thus far has given encouragement to the various trades, and the warm weather has brightened up business in all lines. There is still a good deal of difficulty in getting orders executed promptly by manufacturers in many leading lines, and even in the field of specialties, like talking machines, many manufacturers are largely behind in their orders. There is, however, less complaint on this score than there has been for some time, and in most lines merchants who use a reasonable foresight are able to keep their stocks in excellent condition. Talking machine jobbers have made fair provision for a large business, and while trade in some sections of the country is running a trifle slow, yet on the whole the business shows a decided improvement over a year ago.

MANY new specialties are coming out which give added interest to the business, and all of these specialties in the talking machine line cost more money. The people do not hesitate to pay for high-priced talking machines. The jobbers find that they are quick sellers, and the dealers in turn are clamoring for talking machines of the higher grades, and the new specialties therefore are in great demand. The high cost of material and labor has not as yet materially affected the price of commodities in this industry, but the manufacturers who replenish their stock and materials are required to pay higher prices than what was paid for them. They have been working up during the past few months and, without doubt, if this condition prevails, a revision of present quotations will be necessary. There is an enormous advance in brass and all metals, and it is presumed that the advance to the retail trade must follow as a natural sequence.

COLLECTIONS have been a trifle slow during the past thirty days, but from week to week trade has moved on with wonderful steadiness and force, and the slackening tendency, all things considered, is not of noteworthy moment. The stimulating effects of Secretary Cortelyou's policy has relieved the money market, and there is a general feeling of stability, but with prices all over the world tending upward, the demand for capital is rapidly increasing, and the rate of interest is high and will remain high until business receives a check and the price level ceases to rise. The decline in security prices, and the curtailing of improvements by railroads and manufacturing concerns may bring some relief, but the real remedy must come through an appreciable decline in the world's price level or a tremendous increase in the world's supply of metallic money. Since 1900 prices have gone up 20 per cent, and production is estimated to have increased about 30 per cent. The consequent increase in the demands of the money market is equal to the product of these two increases. No matter how much money there is in circulation, or how fast its volume is increasing the rise in commodity prices, the demand is sure to overtake the supply.

IT is impossible to reply individually to the thousands of complimentary letters which we have received anent The Talking Machine World and its policy of independence and fairness to the varied interests which it represents.

The World has endeavored faithfully to live up to its early declaration of principles, and it is pleasing to receive from advertisers such letters as the following, which is from the Church Supply Co., 10 Barclay street, New York. The president of that company says: "We take pleasure in advising you that the results obtained from our advertisements in your paper excel those of any other trade paper we have ever used." An explanation of this is easy when we turn to the subscription end of the business and note how rapidly it is expanding, and what is more, being closely read by dealers in every land. Here is a letter taken at random, written by W. S. Branch, Orlando, Fla., who says: "I have spent an hour this morning reading The World. It was time well spent. I answered seven ads., and ordered goods from two of them. Many a journal seems to have no excuse for its existence; yours, however, fills a long felt want." With thousands of subscribers who read The World closely, it is small wonder indeed that our advertisers are reaping such splendid returns.

MANY a valuable half hour is stolen from the busy man by the existence of a customer soliciting advertisements for the annual ball or picnic of the Fire Fighters' Amalgamated Union, who are preparing a grand souvenir in connection therewith and offering pages at ridiculously low rates. It is a pretty hard proposition to turn down these various schemes, many of which amount to thinly disguised blackmail; but it is better to say no than yes, because when you go into one the principle is established and you are asked why this distinction? and without general patronage you beget the enmity of the entire body when reported. There is only one way out of such a proposition, and that is to firmly and clearly declare your position to be based on a fixed rule—that is, never appear in spasmodic publications. Tell Mr. Jones, or Mr. Smith, or whoever the solicitor is, that you are not discriminating against his church, or society, or club, but that while you would like to appear in his valuable special you dare not open the way for others whom you must refuse and thus offend. There are many advertising schemes which should be religiously avoided. Every business man can spend his money in regular mediums, or in special forms of advertising which is issued from his own business establishment, and with his own stamp thereon. This itinerant advertising is not the most profitable in the world, and it should be carefully avoided. Systematic and regular publicity in recognized channels is the kind that will bring the largest returns.

PRESIDENT ELIOT of Harvard said recently: "Everybody knows some form of activity which gives him satisfaction. Perhaps it is riding a horse, or rowing a boat, or tramping all day through woods or along beaches with a gun on the shoulder, or climbing a mountain, or wrestling with the handles of the plunging, staggering plow, or tugging at a boat's tiller when the breeze is fresh, or getting in hay before the shower. There is real pleasure and exhilaration in bodily exertion, particularly with companionship and competition. There is pleasure in mere struggle, so it be not hopeless, and in overcoming resistance, obstacles and hardships. When to the pleasure of exertion is added the satisfaction of producing a new value, and the further satisfaction of earning a livelihood through that new value, we have the common pleasurable conditions of productive labor."

FEELING OF ESPRIT-DE-CORPS

Among the Sales Force in the Talking Machine Business Always Proves Helpful—Pays to Get the Salespeople Together and Explain the Policies and Plans of the Men at the Head of the Business.

One of the most effective methods adopted by modern storekeepers for the education and encouragement of the help and the establishment of a feeling of esprit-de-corps is the practice of calling the salespeople together at regular intervals and having them addressed by some one in authority, whether member of firm, superintendent or assistant superintendent. These "talks" deal with all the many details of the clerk's relation to the store, the means by which he or she can become more valuable and the kind of work by which advancement can be gained.

There are a great many salespeople who mean well enough, but don't exactly know how and what to do for their own advancement. So a number of firms have decided to have little friendly talks with them and explain just what is desired and expected.

To start with, it must be understood that there are just three classes of people in every store. The first will listen to and profit by advice. The second will listen and think that they will profit by it, but keep putting off and putting off until too late. The third will say, "Bosh! We know it all and will not listen." The first will advance, the second will stay still and the third will lose their positions.

Take ten new people and put them behind the same counter. In ten weeks one will be looked up to by the other nine. Why? Simply because that one is the worker, the interested party—the first one in in the morning and the last one out at night.

You never see such a clerk turn, in answer to a customer's inquiry, and ask, "Do we keep the so and so record?" He knows his stock, and keeps it in condition.

He knows more than his stock. He does not send a customer on a "goose chase" all over town to find an article that is right at his hand. He keeps an eye open so that dishonest people cannot get away with goods. He is polite to customers and can keep four or five interested at a time, until he can wait upon them.

He learns his customers' names and calls them by them. Nothing pleases a person more than to be remembered and to have names remembered also.

The delivery department will have no trouble in making out his addresses. The charge clerks will not make wrong charges because they could not decipher his writing. You will never find him neglecting work to watch the hands go around the clock.

If a customer asks to see some machines or records, don't say, "What price, madam?" but show her three prices and then find out the price she is interested in. It would embarrass some people that were proud but in moderate circumstances to answer a question of the kind. Always aim to put your customer at ease and the hard part of the work is done. Never say, "Here comes Mrs. Jones; she is horrid and awful hard to wait upon. Now, Mrs. Smith will come right in and buy in half the time. A cash boy could wait on Mrs. S., but it takes a salesman to wait upon Mrs. Jones."

There is nothing as contagious as interest. If you are interested everybody around you becomes interested and in a very short time you move up a rung, until you hold a paying and prosperous position.

MARRIED BY TALKING MACHINE.

In the papers almost every day we find accounts of talking machines being found in some new and novel role. Especially in church work has this proven true, the "talkers" delivering sermons, reproducing funeral services and taking the place of a choir. The latest is reported by the Nasche Vremya, a European publication. It seems that M. Saratoff and the well-known ac-

tress, Mlle. Sabalok, quarreled with the priest, and as a consequence, after consulting a magistrate as to the legality of the proceeding, got married by talking machine. The service was duly recited by a fully qualified priest of Kharkoff into the machine, which was then sent by stage coach to Dubovo, where it arrived just a few minutes before the hour fixed for the ceremony. The service commenced with the rendering of a wedding hymn by the choir, and the talking machine, which had been placed on a pedestal at the altar, then asked the customary questions, to which the usual answers were given, and the happy pair left the church man and wife, married by the talking machine.

NEW IDEA IN SOUND-PROOF ROOMS.

Attendant Can Change Records Without Entering Rooms—A San Francisco Idea Worth Adopting in Eastern Centers.

An excellent system in connection with talking machine demonstrating has been put in effect by Byron Mauzy and Sherman, Clay & Co., of San Francisco. Both have had constructed glass sound-proof booths similar to those adopted by many jobbers and dealers in the East, but the distinctive feature is a window in each booth through which an attendant can change the records and look after the machine without interfering in any way with the customer or salesman. Mr. Mauzy, for instance, has a boy specially detailed to patrol the passageway between the booths and look out for the machines. According to all reports the plan would be a good one to adopt by many dealers, who have a large trade and who have sound-proof booths already installed.

ANTI-ARCADE MOVEMENT IN BERLIN.

A despatch from Berlin states that the police of that city are emulating the example of the police of New York and trying to make life unpleasant for the exhibitors of moving pictures. The argument over there is that the physicians

state that the moving pictures are injurious to the eyes and that the quivering movements of the films are most harmful. It is estimated that there are over 200 kinematograph or moving picture theatres in Berlin and the suburbs.

LARGEST PRIVATE COLLECTION

Of Records in This Country, Perhaps, Is Owned by W. A. Hall of Cincinnati.

W. A. Hall, general manager of a large cooperative company in Cincinnati, O., has the largest private collection of talking machine records in that city, if not in the whole country. Mr. Hall has one of the most expensive styles of Victor talking machines, to which he has given an entire room in his residence and he spends the greater part of his leisure listening to his favorite selections. Almost the entire lot of records were purchased from the Rudolph Wurlitzer Co., and it is said that the size of some of Mr. Hall's orders would put to shame many regular dealers. The collection is of comparatively recent origin, and constant additions are rapidly increasing its size and likewise the fame of its owner.

HOW TO PHOTOGRAPH WINDOWS.

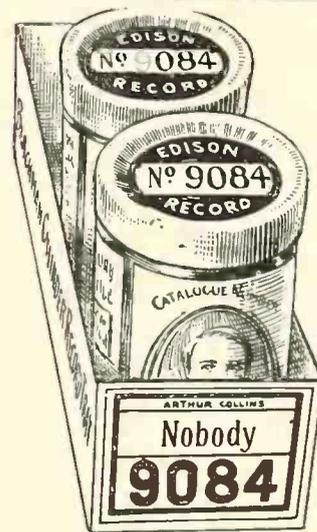
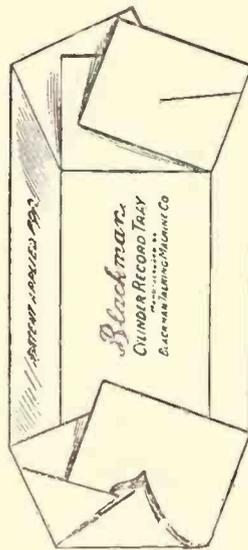
Excellent results in the way of photographs of windows are obtained by taking the photograph at night, the light employed being the incandescent electric lamps inside the window. An exposure of from 15 to 25 minutes is necessary. No interference is caused with the movement of passers-by, as people in motion do not affect the picture. Care should be taken, however, that no one stands between the window and the camera. The passers-by must be kept moving. They will in most cases move along when requested. If fair words do not do the trick—well, the dealer and photographer together ought to be able to use arguments sufficiently forcible.

This mode of photographing not only produces clear, sharp outlines, but avoids the reflections which ruin many a window photograph.

THE BLACKMAN CYLINDER RECORD TRAY

(PATENT APPLIED FOR)

A RECORD TRAY WITH RECORD LABEL FOR LESS THAN ONE CENT



We ship them flat and they can be FOLDED into a STRONG TRAY in a few seconds, as shown above. This tray, with the RAPKE Record LABEL, makes a HANDSOME looking stock and a SYSTEM that you can't beat. Full particulars on request.

NET PRICE, TRAYS ONLY.		
No.	Hold	Net per 1000
2	2 Records	\$ 6.00
3	3 "	7.50
4	4 "	9.00
5	5 "	10.50
6	6 "	12.00

Prices RAPKE LABELS With EDISON Numbers and Names. Domestic Selections, No. 2 to No. 9433, which includes Dec. 1906 \$3.50 Per month thereafter (postpaid) payable in advance .12

FREE SAMPLE of tray with label to dealers or jobbers who write on business letter head. SPECIAL DISCOUNT TO JOBBERS.

Above prices are RESTRICTED and quoted F. O. B. New York. Dealers are requested to buy from their jobbers if they will supply them. If not we will sell direct.

MANUFACTURED BY

BLACKMAN TALKING MACHINE CO.

J. NEWCOMB BLACKMAN, Prop.

97 CHAMBERS STREET

NEW YORK

BEKA RECORD

THE BEST and CHEAPEST DISC

IN THE WORLD

*The largest and most Comprehensive Repertoire which has
ever been compiled, in*

**GERMAN
ENGLISH
FRENCH
ITALIAN
PORTUGUESE
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AUSTRIAN
HUNGARIAN
DANISH
SWISS
DUTCH
SPANISH
SERVIAN
CROATIAN
BOSNIAN
POLISH
HEBREW**

CHINESE :

SWATOW
GUAKAU
PEKINESE
SHANSINESE
KIANGNESE
CANTONESE

**ARABIAN
TURKISH
EGYPTIAN
SYRIAN
PERSIAN**

HINDUSTANEE :

AFGHANISTAN
URDU
MARATHI
CUJARATHI
HINDI
TARSI
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MALAYIAN
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INTERNATIONAL CATALOGUE (224 Pages) GRATIS

UP-TO-DATE SUPPLEMENTS

CORRESPONDENCE INVITED

Beka Record, G. m. b. H. Berlin, Heidelberger Str. 75-76

*Breslau, Bombay, Colombo, Madras, Calcutta, Rangoon, Singapore, Batavia, Soerabaya,
Saigon, Hong Kong, Shanghai, Tokio, Kobe, Yokohama*

SOLE AGENT FOR GREAT BRITAIN AND COLONIES

O. RUHL, KIMBERLEY HOUSE, 6 and 7 REDCROSS ST., LONDON, E. C.

FROM OUR EUROPEAN HEADQUARTERS

69 BASINGHALL STREET, LONDON, E. C., W. LIONEL STURDY, MANAGER.

TRADE HAPPENINGS IN ENGLAND.

Business Outlook Good—Melba's New Role Warburton Complimented—Manager Dorian Returns—British Sonogram Co.'s New Records—Edison Bell Competition for Names—Interesting Contributions to the Discussion on the Price Maintenance Crusade—Important Suggestions Put Forth by H. M. Lemoine of the National Phonograph Co. and H. R. Howard, Sales Manager of the Imperial Records—Rauth's New Line of Horns—The Patents Bill—Pathe Freres' New Records—President Gilmore a Visitor—Some National Phonograph Charges Probable—An Important Court Ruling—Melba Autographs for Charity—Other Items of Interest.

World Office, 69 Basinghall Street,
London, E. C., June 5, 1907.

The home trade continues quiet—not so much in the provinces as in London—but it is gratifying to observe the many little preparations which is evidence of an early start for the coming season. There is hardly one firm of importance who, if not already instituted, has in view some improvements and alterations, either in the goods or facilities of quicker output. All of which is a sure indication of the now generally recognized stability of the English talking machine trade. Another satisfactory feature is the increased export business of this year as against last. British firms find it pays to cultivate colonial and foreign business, and in consequence they are all at the present time expending considerable energy in this direction. Profits are never so large as we would like them to be, but there are hopes for the future if all talking machine men labor for tariff reform—our colonial preference should then result in at least a 10 per cent. betterment. Still, foreign business is worth seeking now; it can be made to pay well, only discrimination must be exercised in the choice of goods offered. The Eastern countries offer splendid opportunities just now, where dealers are doing a large business in talking machines and records, owing to the fact that other musical instruments—such as pianos and organs—soon go to pieces in the hot air and humid atmosphere generally so prevalent in those far-away lands.

Mme. Melba Laid Corner-stone.

Mme. Melba appeared at a special matinee

May 13 before an immense audience assembled—not at Covent Garden—but in the green fields close by the Great Western Railway at Hayes, Middlesex. The occasion was the laying by the great singer of the corner-stone of the new gramophone factory, which, with adjoining property, will cover eleven acres, and employ more than 500 work people. If Mme. Melba's little speech had been set to music she would gladly have sang it, but in the absence of a "score," Mr. Taverner, agent-general for Victoria, returned thanks on her behalf to Mr. Trevor Williams, chairman of the Gramophone & Typewriter Co., for his address of welcome. As a British singer, Mr. Taverner said, Mme. Melba was particularly interested in any undertaking that added to the list of British industries, and on that account she was delighted to perform the little ceremony. Hearty cheers were raised for the new undertaking, and the great singer, as she proceeded to the platform and well and truly laid the stone, after first placing underneath "for luck" coins of the realm and four gramophone records of her own voice. The trowel used was of solid gold, which afterward was presented to Mme. Melba, who stated in conversation that from the beginning the gramophone always held the greatest possible interest for her. "And I am really proud of the fact that the company have frequently taken up suggestions I have put forward in regard to the making of gramophone records. One thing I am even more proud of, and that is the record in which I accompanied my own voice on the piano in the 'Matinata.'" The gramophone industry is making extraordinary strides in England and the company is in the most prosperous condition. The Queen has recently given her warrant to the company, and some wonderful records are now in circulation.

An Irishman Who Has Won His Spurs.

The fact that a native of Ireland has recently been elected vice president of the American Graphophone Co., has pleased a good many admirers of the Emerald Isle on this side of "the big pond." The gentleman so honored is Frederick J. Warburton. Born in Parsonstown, Kings County, he was educated at the school in that town, of which his father was "master," and afterward finished off at Ennis College, County Clare. His business career began in America. He became interested in typesetting and typecasting machinery in the early days of that industry,

and was among the supporters of Mergenthaler throughout his linotype inventions. Mr. Warburton became treasurer of the existing Linotype Co. in 1889, and has continued in that capacity with the several companies which have succeeded the original one. He became a shareholder of the American Graphophone Co. early in its history, and has always been an enthusiast in regard to the development and improvement of sound-recording and reproducing instruments. Mr. Warburton is a director of a number of other business organizations, among them the Columbia Phonograph Co.

Some Changes in the 'Phono Rialto.

City Road—otherwise Phonoland High Street—will see some probable changes in the near future. The British Sonogram Co. will move there from Christopher street; the Beka Record Co., from Red Cross street; the General Phonograph Co., from Euston Buildings, and of course, the Russell Hunting Co., in their new palatial quarters, which will also house the Odeon branch from Hamsell street.

Frank Dorian Back from the States.

Frank Dorian, European general manager of the Columbia Phonograph Co., who has been in the States on his annual visit, has just returned. He will doubtless bring news of the new models of graphophones his company are expecting to introduce to the British trade.

"Sovereign" Double Sided Unbreakable Disc.

The British Sonogram Co. announced in an attractive circular their first list of 80 records (160 titles), which contains a varied selection of standard songs and descriptive pieces. Among the artists are such well-known names as Mr. Peter Dawson, Leonard Russell, Ian Colquhoun, Pete Hampton, Alf. Gordon, Mme. Paula, W. S. Webber, H. Williams, S. Bragell, etc., and band selections by the Scots Guards, Garde Republicaine, British Imperial, Irish Guards, and others. There are also Xylophone, clarinet, cornet, piano and piccolo solos. The beginning of June will see the issue of a supplementary list, which will contain all the latest selections by the best talent obtainable. The retail price is 2 shillings for a ten-inch, unbreakable, double-sided record. The Sonogram standard disc machine retails at £5, its specifications are as per announcement elsewhere. The business policy of the company is to supply certain shareholders (privileged or ten-share dealers) direct or through factors, on special

THE NEW REX RECORD CO., LONDON

Offer a British made Record at a price which will command trade. It secures preferential tariff in all British Colonies. Get into touch with this line for future trade.

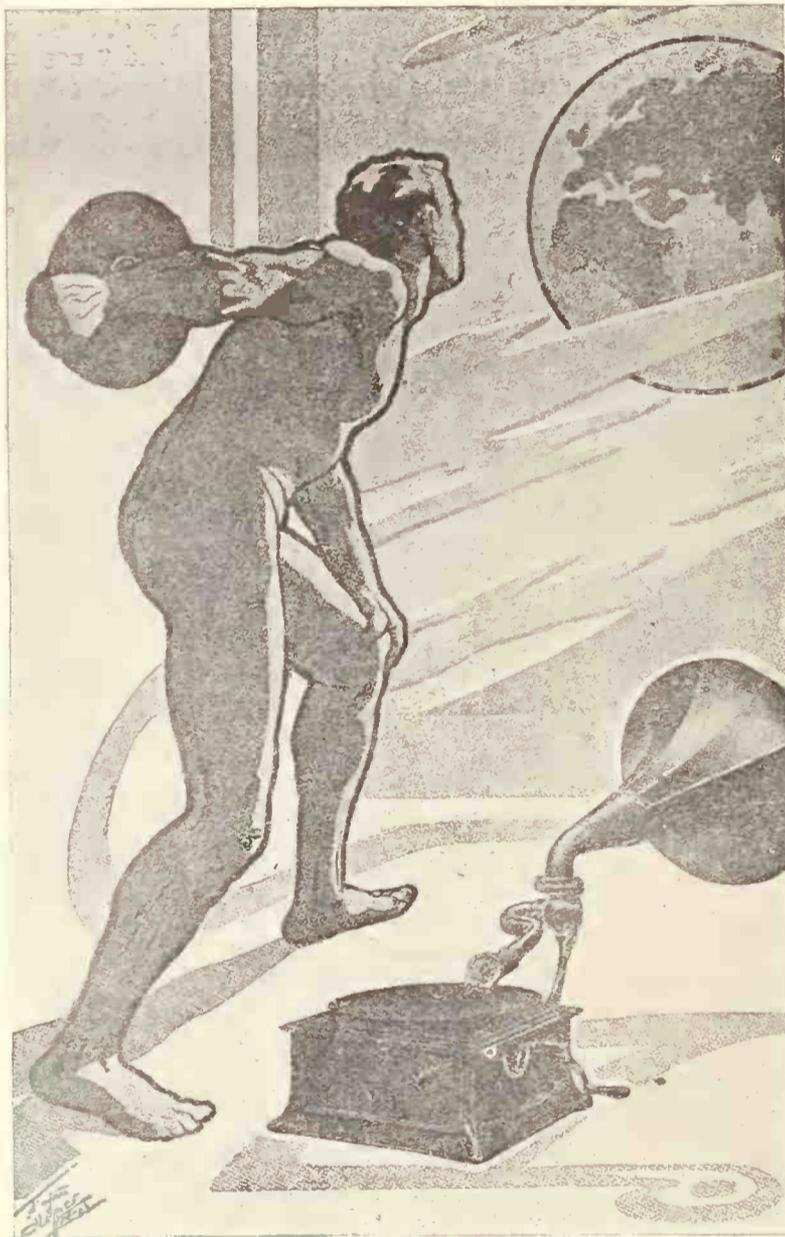
PARTICULARS FROM

THE NEW REX CO., 261 Liverpool Road, LONDON, ENGLAND

GEO. DYER, Sec.

PATHÉ FRÈRES—LONDON
PATHÉ FRÈRES—LONDON

PATHÉ'S DISC



ONCE YOU HAVE HEARD
PATHÉ'S DISC YOU WILL
 NEVER BUY OTHERS.

PATHÉ'S DISCS ARE PLAYED
 WITHOUT A NEEDLE, HENCE THEIR
 GREAT SUPERIORITY.

THE TIME FOR FANCY PRICES
 FOR DISCS IS PAST WE GIVE YOU THE
 GREATEST STAR ARTISTES AT ONE
 UNIFORM PRICE, **3/-** PER DISC.

THE GREAT SUPERIORITY OF THE
PATHÉ DISC IS OBTAINED BY
 USING A SAPHIRE POINT, THERE
 IS NO CHANGING THE NEEDLE,
 GIVES THE NATURAL VOICE.

PATHÉ'S RÉPERTOIRE
 CONTAINS OVER **20.000**
 SELECTIONS DRAWN FROM
 ALL PARTS OF THE WORLD.

PATHÉ'S PHONOS

LONDON WAREHOUSE, 14, 16, 18, LAMBS CONDUIT STREET (W.C.)
 LONDON RETAIL SHOWROOMS, 64, REGENT STREET, LONDON (W.)

PATHÉ FRÈRES—LONDON
PATHÉ FRÈRES—LONDON

FROM OUR LONDON HEADQUARTERS—(Continued).

terms. All dealers who are not privileged shareholders must get their supplies through factors.

The excellence of the goods put out by the British Sonogram Co. will undoubtedly ensure a steady demand, which all wise dealers will provide for. Orders have already been received for over one million and a half records. The company's adv. elsewhere in these columns will give all particulars.

Famous Violinist Heard.

Mr. Scott Skinner, the Strathspey King of the violin, whose recorded work is alone obtainable on "Odeon" and "Sterling" records, was a prominent feature of the Scottish concert at the Queen's Hall, given by the Caelic Society in honor of the Colonial Premiers.

Dictaphone Grows in Popularity.

Mr. Pike, who is in charge of the Columbia's dictaphone department, is pushing the office instrument vigorously among city business men. A firm of insurance brokers in Cornhill—Messrs. Mutzenbecher, Stahl & Sonkson—are among the latest to install these instruments. The use of them made by one of the members of the firm illustrates one of the peculiar advantages of this new method of saving labor and expense in correspondence. He has had an instrument installed in his home in the country, so that if there should be a press of work on certain days, he is not compelled to remain in the city to finish, but dictates his letters or other matter in the quiet and comfort of his own home. The cylinders are taken to the office the following morning where they are transcribed, and the letters are then posted.

Price of "White" Phono Disc Record.

The General Phonograph Co. report that the price of the "White" phono disc record is fixed at 2 shillings and 6 pence. The first list comprising about 25 titles, will be ready in June. "We are receiving good orders from abroad," said Mr. White; "but the home trade—more especially in London needs stimulating."

A Popular Member of the Trade.

Many will recognize the subject of our illustration—W. H. Glendinning (Gilbert Kimpton & Co.), whose business energy is monopolized by the Imperial records, the ever-increasing demand



W. H. GLENDINNING.

for which is sufficient tribute of his careful supervision during the few months these records have been in circulation. His recent trip to the Leeds & Catlin corporation was productive of good results. Arrangements for floating a big company this side is nearing completion, and at an early date recording rooms will be opened up in London, after which a vigorous and syste-

matic campaign is contemplated in support of dealers handling the "Imperial" record.

Here Is a Cheery Report.

"Our shipping business shows a continual increase, and we were one of the first to capture a fair proportion of the shipping trade," said Mr. Nottingham, of the American Talking Machine Co. "As a good export line, and in preparation for the home season, we are taking up a series of nine specially constructed disc machines, varying, of course, in price, but not in quality. They are of the highest grade type, with tone arms, good class motors—strength according to price; latest designs in flower horns, decorated and plain polished cases in oak or mahogany, and the prices, although not yet fixed will be a revelation. We shall construct a special line of cabinets to harmonize with the style and case of each machine."

Some Magnificent Selections.

The British Zonophone June issues include some magnificent selections of a unique character.

Firms at the Ironmongery Exhibition.

The Ironmongery Exhibition will be held July 9 to 19th, at the Agricultural Hall, Islington. Only two talking machine firms are allowed to exhibit, and the British Sonogram Co. inform me they are one of them. Mr. Mellerio says that he will be pleased to supply complimentary tickets to dealers upon request.

German Disc Firm Open Local Recording Rooms

Two German disc firms are opening London recording rooms, notably for the "Homophon" and the "Lyrophone" records.

New Machines for Next Season.

Messrs. Murdock's report that they have several new and improved lines of machines in course of preparation for next season.

Will a Factory be Opened in London?

We do not, as a rule, give publicity to rumors, but we make an exception in printing, with all

HAVE THE BEST

Canadian dealers and jobbers should bear in mind,

The "White" Record

IS

BRITISH MADE

and by purchasing this record they benefit by the preferential tariff.

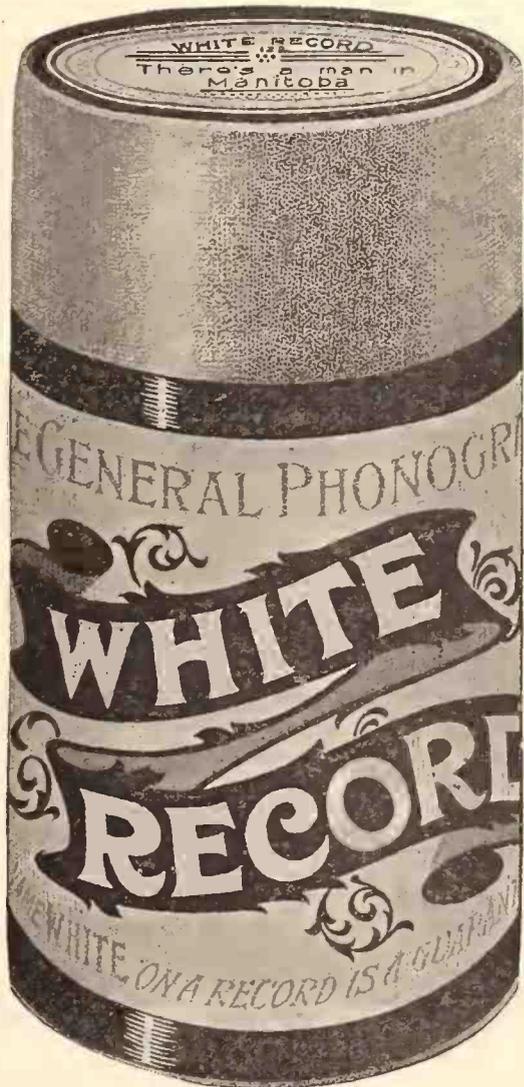
Stock this record and increase your sales.

The "White" Record has merit, and the large sales are the best evidence of this.

JAS. ANDERSON

255-257-259 Clarendon Street SO. MELBOURNE

SOLE SELLING AGENT FOR AUSTRALIA



Retail Price 1/- Each

LATEST TITLES

ALL GOOD SELLERS

- 192 Always Keep Your Eyes Wide Open
JOE ARCHER
- 193 You Look All Wrong Because You're Bandy
JOE ARCHER
- 194 Popper's Gavotte, No. 2. *Cello Solo*
JACQUES RENARD
- 195 Funny Little Place to Have One
JOHNNY WAKEFIELD
- 196 The Holy City
HAROLD WILDE
- 197 It Varies the Monotony
JOHNNY WAKEFIELD
- 198 Where the North Road Leaves the Minster City
PETER DAWSON
- 199 Exce'sior Duet
WALTER HYDE AND PETER DAWSON

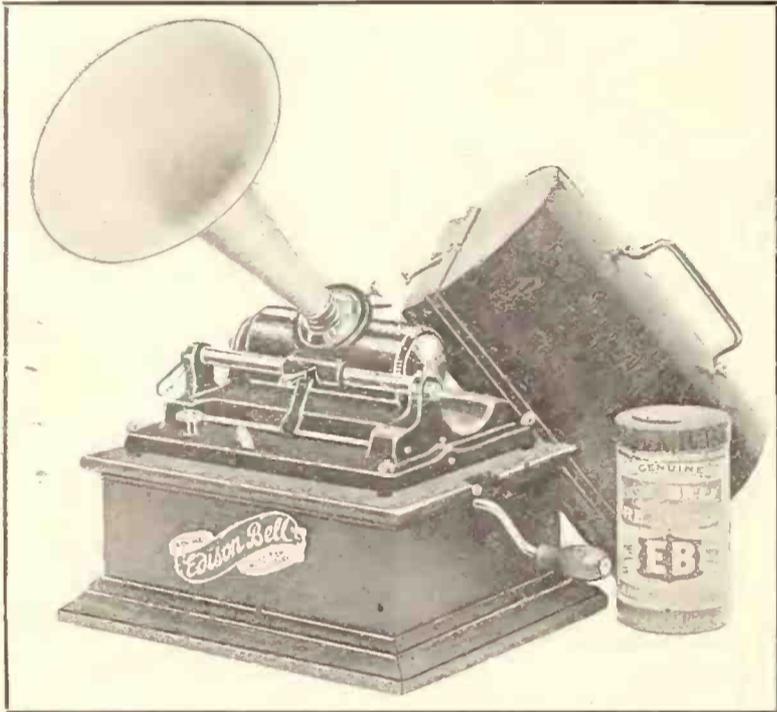
Send your name and address for prices and terms and all particulars.

Edison Bell New Phonographs

Genuine British Manufacture

BETTER than Americans **CHEAPER** than Germans

<i>British Prices</i>	}	<i>at each wind</i>	{	<i>British Prices</i>
The "ELF", £1.15.0—2 Records " "IMP", 2.10.0—4 "				The "ERA", £3.15.0—6 Records " "DON", 4.15.0—10 Records



"ELF" and "IMP" ILLUSTRATIONS OF "ERA" and "DON"

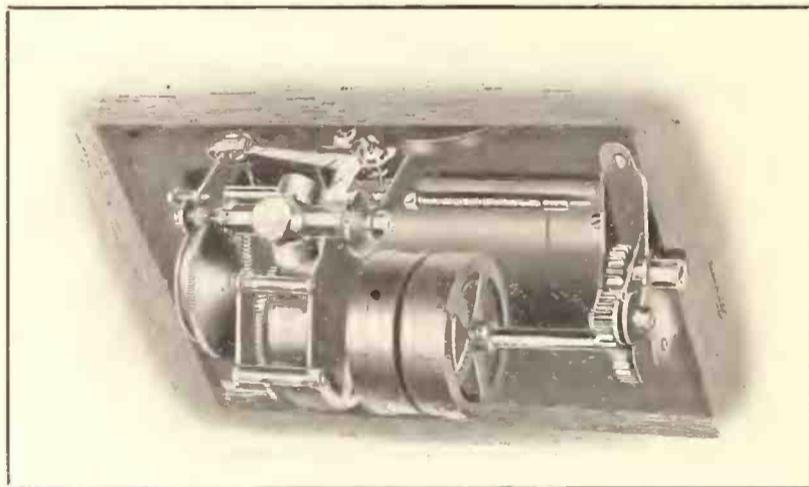
POINTS

**NO RATCHET
and PAWL**

NO FEED NUT

**FEED SCREW
and ROLLER**

driven direct by the motor
without belt and fixed under
the bed of the machine.



POINTS

**Right Hand Wind
and
Key always Fixed**

does not turn with the motor and
machines can be wound whilst
record is being played.

Diaphragm accounted on
eccentric bar, cannot be dropped
suddenly and injure record or dia-
phragm.

Noiseless mounted on pat.
Compressed Rubber Cushions.

Patented in England and America. Patents dated 1906 and 1907. One machine is as good as another. They are in two sizes. The "Elf" and "Imp", having the same upper works and slightly different cabinets. The "Era" and "Don" are in external appearance the same. All the machines vary in the motors, which differ only in the number of coils and the necessary alteration in the mechanism to run the specified number of records.

The above illustration shows the motor for the ERA. The external difference would show only that the ELF has ONE coil—IMP, TWO—ERA, THREE and DON, FIVE.

THESE PHONOGRAPHS are undoubtedly the simplest, most durable and best in the market. The Belt has only the Mandrel to turn. The Diaphragm and Trumpet are carried direct by the motor. So the reproductions are perfectly steady and every one will do all we claim for it—and more.

Good profits. Send for our trade terms, also for the list of our celebrated Edison Bell Records to

EDISON BELL, 39 Charing Cross Road, London

Representatives: AYERS, HENRY & CO., 27 Swanston St., Melbourne; Queen Victoria Market Bldg., Sydney; Queen St., Perth, W. A.; 232 Albert St., Brisbane, Queensland; 24 Fort Street, Auckland, N. Z.

FROM OUR LONDON HEADQUARTERS—(Continued).

reserve, that it is on the cards, the National Phonograph Co. will probably open up a London factory within the near future.

Hawkins Files Petition in Bankruptcy.

F. W. Hawkins, trading as the Phonograph Exchange Co., of Norwich, Ipswich and London, has filed his petition in bankruptcy. A statement of affairs shows unsecured liabilities amounting to £615 10s. 8d., and assets, after deducting £14 6s. 11d. for preferential claims, estimated to realize £39 14s. 7d., or a deficiency of £575 16s. 1d. The debtor started business in 1903, with a capital of £40, as a talking machine dealer and manufacturer of the "Star" record. In March, 1906, a Mr. Farrish was taken into partnership on an introduction of £300, but proving unsuccessful, the partnership was dissolved after a few months. Their debtor resorted to money lenders to meet the pressing claim of his creditors, and eventually was forced to file his petition. No resolutions being passed, the estate was left in the official receiver's hands to be dealt with in the usual way.

Edison Bell Competition a Success.

The Edison-Bell competition for names best suited to their four new phonographs resulted in about 4,000 suggestions being received, from which the names "Elf," "Imp," "Era" and "Don" were selected. The company offered 76 prizes, which was later very generously increased to no less than 90, much to the satisfaction of all. One competitor from New Jersey claims as a "square deal" that he should have "grace" for time, the judges thought so, too, and admitted his coupon to consideration. The time allowed unfortunately excluded colonials from competing. In the following Manager Hough hastens to meet those persons—charitably disposed, of course—who find a difficulty in chaining down their opinions. Here it is:

The Names—Elf, Imp, Era, and Don.

"Yes! yes! I know all about it; several friendly critics and quidnuncs have already designated the new names as 'Rotten' (very rude), and it may save a lot of heart burning desire to rush to the post, to acknowledge that I think perhaps they are right. But, after all, any article, however inferior, may have a high sounding name given to it. The name makes the article no better, but it frequently helps goods of inferior foreign manufacture to wheedle their way into British confidence. These names, short, crisp and imaginative, may stick on the mind and memory quicker than superlatives which are so commonly used—and—he who says they are 'rotten' is already advertised—our object is thus effected."

These four new phonographs are fully described in our advertising columns, and from an

inspection it is clear they embody many new ideas, and improvements generally that will ensure for them a heavy demand. Already large orders have been received and their reception by the trade, said Mr. Hough, has been a source of much gratification to us.

Selling Records by Telephone.

The custom of shopping by telephone is not confined to America. Some of our large stores, notably Whiteley's, Army and Navy, Harrod's, Maple's, Gamages, and others, make a special feature of ringing-up and advising their customers of new goods, and book their daily orders at the same time. Although the custom of selling "records" by telephone is not general, yet in some establishments it is not uncommon, and the future promises to see a great advancement in business propulsion along these lines. There are many dealers who would find it profitable to act upon this, more especially in the case of a customer who lives a mile or so away—it's just one of those little attentions that is appreciated, Mr. Dealer—and it pays!

How Prisons Are Made Attractive.

One of the latest efforts in the direction of amusing prisoners is to give them humorous, scientific and historical entertainment lectures illustrated by limelight views, with music by the gramophone. It is claimed that this is also the most hopeful method of reformation—stone-hearted devils moved by the soft strains, say, of that beautiful refrain, "Live Anyhow Until I die." Can you imagine it and still remain away?

The Showroom as an Aid to Business.

The American Talking Machine Co. have under consideration a proposal to increase their showroom, and it came about in this way: "Until we came to Tabernacle street," said Mr. Nottingham, "I never fully realized what the commercial value of a nice, clean show of all machines, etc., meant to this business. We started by just exhibiting representative models of the best machines, and it proved so popular that the idea had to be extended so that space had to be found to include practically everything in relation to talking machines and records. To make such a show effective we shall need more space. Our present showroom is not large enough to carry all without overcrowding, and it will be necessary to expand in order that a customer can inspect and order under the best possible conditions, a clean and comfortable showroom is undoubtedly a necessity to every business."

Selections by Victorien Sardou.

The issue of a supplementary list of Fonotipia records by Messrs. Sterling & Hunting is always a noteworthy event, and when, as in the present

case, it brings in its train some great and rare treat, there is an especial reason for congratulation. The great French dramatist, Victorien Sardou, is introduced to this country on this list. He is represented by three single-sided records of extracts from his own works. As no man can understand the true interpretation of a work better than the author, it will be seen that Sardou's records possess a value all their own. Indeed, they constitute a precious legacy for all posterity. M. Sardou is a self-confessed admirer of Fonotipia records, and expressed great delight, upon his introduction to them, at hearing a record by Bonci. Some fine selections by the Royal Italian Marine Band are also included in this list.

Price-Maintenance Crusade.

The correspondence under this heading in our last few issues has evoked general approbation from the trade, and inasmuch as it has awakened strong opinions from both manufacturers and factors, it is only to be trusted that some practical results will follow, and combined support given to any active movement in the suppression of what seems to be universally recognized as an "evil." The many views expressed in these columns have mostly been in favor of putting a stop to price cutting, but as there are two sides to every question, I shall in all probability present next month opinions from the dealer's point of view. Some very pertinent expressions are as follows:

H. R. Howard Advocates Central Exchange.

H. R. Howard, sales manager Imperial Records (Gilbert, Kempton & Co.), writes The Talking Machine World as follows: "I note with pleasure you are calling attention through the columns of your valuable paper to the pernicious practice of cutting the fixed retail prices of records. To every one interested in the talking machine business, it is apparent that price maintenance is the essence of a well organized concern, and is absolutely necessary to keep up that spirit of friendliness between manufacturer and dealer, and for this reason alone should be rigidly enforced. Few dealers of importance care to cut the price, and, as a rule, it is only the undesirable shopkeeper who wishes to take advantage of his more honorable competitors and stoops to this method of drawing customers to his shop.

"In my opinion, it would be to the advantage of all manufacturers if a central exchange or some such similar institution, could be established, so that a shopkeeper who was found cutting the price of any recognized, standard record, would at once have his supply stopped, not only by the affected house, but by all others. My firm take most stringent steps to prevent Imperial records being undersold, and I am glad to say that we

CARL LINDSTRÖM, G. m. b. H.

BERLIN

LARGEST Continental Manufacturer of All Kinds of

TALKING MACHINES

Best Quality

Best Workmanship

Best Value

Agent for England and Colonies:

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

To whom all inquiries should be addressed

FROM OUR LONDON HEADQUARTERS—(Continued.)

receive the loyal support of our dealers, almost without exception.

"When a dealer is satisfied that there is little or no chance of the particular line or lines of records he handles being cut up in regard to prices, he gives the manufacturer his full support, and the confidence, instilled by a rigorous campaign against the unscrupulous methods practiced by the 'unpopular minority' is at once healthy and invigorating to the talking machine industry generally."

H. M. Lemoine Says Small Dealer is to Blame.

H. M. Lemoine, assistant manager of the National Phonograph Co., also writes as follows: "I have read with interest the expressions of opinion by gentlemen well known in the talking machine business in your recent issue on this subject. While I do not take the least exception to anything that has been said regarding the importance of price maintenance, and the various suggestions as to the suppression of what is undoubtedly a serious menace to the trade, I cannot help feeling that the most effective way of dealing with the question has not been touched upon in the opinions you have published.

"Granted that the maintenance of prices is beneficial to trade, and that strong legal action is necessary to suppress price cutting where it exists, I am of opinion that the best way to combat this evil is to prevent the goods, on which it is sought to maintain prices, getting into the hands of persons who have neither the qualifications nor morals to entitle them to dealers' privileges.

"So far as my own experience goes I have

hardly ever found a firm of standing, who, having entered into a price maintenance agreement, have shown any desire or inclination to violate its conditions. It is the little man, and generally the unqualified man, who has no facilities for handling and displaying talking machines and records, and who is probably not entitled to the credit he obtains from his factor, who is responsible for the price cutting. In most cases he has nothing to lose, even though legal action is taken and judgment goes against him. The goods in his possession are often not paid for, and his resources are practically nil.

"I believe that price cutting can only be entirely eliminated by the continued and increasing carefulness of those who actually supply the retailer. It is almost an impossibility for manufacturers or those who are not dealing direct with shopkeepers, to put an end to it, however elaborate or expensive their protective schemes may be. The National Phonograph Co. Ltd., thanks to the loyalty and co-operation of their factors, receive very few complaints of price cutting. Every signatory of an Edison agreement is visited by a representative of the company. Yet in spite of all ordinary care on the part of our factors our representatives often find, among those on whom they call, many who are wholly without claim to trade terms. In almost every case price cutting is traceable to this class of dealer.

"Sometimes a plausible tale and a fictitious trade card will achieve the desired object, or a letter-head and order form of apparent respect-

Words Fraught With Meaning

TO YOU

Our catalogue is not the most expensive, but it is the most **COMPREHENSIVE**, and therefore the one of most use to you.

It contains illustrations and full particulars of every machine, record and accessory of merit now on the British market.

We buy in enormous quantities, therefore you can be sure of having the best prices.

FREE Export Catalogue on receipt of Trade Card.

AMERICAN TALKING MACHINE CO.
31 Tabernacle St., London, Eng.

WORTH A GUINEA A BOX

Registered in many countries

GREAT ADVERTISING LINE

Sapphires
Guaranteed
Genuine



Record
Albums

Flexible Nickel End Connections

Flower Horn Rubber Connections

WRITE FOR SPECIALTIES

FR. RAUTH, 9 Christopher St., London, E.C.

See my previous advertisements

10 & 12 inch FLOWER HORNS

THE BRITISH BOOM OF THE YEAR!

THE RECORD
THAT'S
HALF AN INCH
LONGER!

"STERLING" RECORDS

The Best Cylinder Record and the Best Selling Record on the British Market. Every record made under the supervision of Mr. Russell Hunting, the original "Michael Casey." Every record a masterpiece of its kind. Send for our list. It is full of novelties.

PRICE 1s.

Liberal Discount for Export

25 CENTS

MANUFACTURED By

THE RUSSELL HUNTING RECORD CO., Ltd.

13, 15, 17 City Road

LONDON, E. C., ENGLAND

Australasian Representative: H. A. PARKER, 19 Hunter Street, SYDNEY

ability may disarm the suspicions of the recipient and obtain for the sender a trade quotation. Goods obtained under such circumstances are generally found offered for sale from a private house where the expenses of trading are non-existent, and the purchaser, recognizing this fact, is ready to sell at lesser prices than those quoted by larger firms in his vicinity, whose expenses are, of course, much higher than his own, or it may be that, failing to find an immediate market, and feeling safe in his obscurity, he sells the goods at a small profit to some dealer who thus obtains without restriction the articles which, if procured through legitimate channels, it would have been necessary for him to sign an agreement to obtain."

The Discodeon as a Seller.

The "Discodeon" we are informed by the Odeon Co., continues to advance in popularity, and the trade speaks very highly of its selling possibilities. With the summer weather upon us there is every need for an instrument that is strong enough for use in the open, and yet sufficiently elegant to adorn a drawing room. The "Discodeon" is claimed to be essentially the instrument to fulfil these requirements.

An Invitation Worth Accepting.

If there are any dealers who are not receiving a copy of the "Sterling Record" that clever little house organ of the Sterling and Odeon companies, they are invited to send a post card to that effect to the Russell Hunting Co., 51 City Road, E. C. Even those dealers who do not handle those records are cordially invited to apply, for the little magazine treats of matters interesting to all.

PHILIP NEALE,
PHONO. EXPERT,
5 Chalk Farm Rd. LONDON, N. W.

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

FROM OUR LONDON HEADQUARTERS—(Continued).

Records by Violinist Kubelik.

The appearance after two years' absence of the "magician of the violin," Kubelik, at the Queen's Hall on May 29, gives point to the announcement of the publication of a new double-sided Fonotipia record by this artist. All admirers of Kubelik will appreciate this item of news. By the way, there is a Fonotipia record by Kubelik of "God Save the King" in the 13¼-inch size (16 shillings) that deserves to be better known.

Russell Hunting Co.'s Good Report.

The following makes good reading, and is in direct opposition to the general feeling of pessimism which prevails in a large circle of the trade; "A good advance in the volume of business has been shown each month since the inception of this company, and while February was the slowest month this last season, April sales altogether show an increase of more than double the same time of last year"—Vide report from the Russell Hunting Record Co.

The "Catch of the Season."

is the title given to the latest style flower horn, with elbow, put on the market by Mr. Rauth. This horn is shaded in three colors, with gold lines, is suitable for all tone arm machines, and is also made for phonographs. A beautifully finished Puck reproducer is in course of manufacture by Mr. Rauth, who will be pleased to forward particulars of this and other cheap lines upon request.

Recent Gramophone Records.

First upon the latest list of gramophone records comes Mme. Melba, who, with characteristic purity of tone and delicacy, renders the lovely "Aubade" from "Le Roi d'Ys." Signor Caruso is represented by the famous sobbing scene from "Pagliacci," a passage full of the most poignant emotion. Then come records by Mme. Emma Eames, Signora Celestina Boninsigna, Signor Battistini and Titta Ruffo, and Mme. Donald, the celebrated Canadian prima donna. A com-

plete set of "Elijah" records, by well-known artists, is issued at an inclusive price. There are also many other popular vocal and orchestral pieces in this list, notably "Gilt-Edged Bertie," sung by Mr. Harry Lauder, an amusing recitation by Mr. G. P. Huntley, and a characteristic "Russian Kossack," by the Victor orchestra.

Mme. Melba Recovers from Her Cold.

Mme. Melba, on arrival at Cherbourg from her recent American trip, caught a somewhat severe cold, from which she was unable to free herself until, on the advice of her doctor, she very reluctantly canceled all engagements, to recuperate for a few days at Hindhead. Happily the great prima donna is now quite herself again.

Preference vs. the Open Door!

When the Colonial Premiers visited Manchester recently the procession passed through Market street and in front of the Columbia Phonograph Co.'s shop there. The manager, Mr. Crossman, had the shop front tastefully decorated with flags, and from the open doorway used a sound-magnifying "Premier" graphophone to play various selections to the crowds before the procession came along. As the procession passed the premises, he put on the record, "God Save the King." Considerable interest was taken in the incident by the distinguished visitors, many of them saluting the national anthem.

Distance a Voice Could be Heard.

"An inquiry was recently made in London as to the greatest distance at which a man's voice could be heard, leaving, of course, the telephone out of consideration. The reply was most interesting, and was as follows: Eighteen miles is the longest distance on record at which a man's voice has been heard. This occurred in the Grand Canyon of the Colorado, where one man shouting the name 'Bob' at one end his voice was plainly heard at the other end, which is eighteen miles away. Lieutenant Foster, on Peary's third Arctic expedition, found that he could converse with a man across the harbor of

Port Bowen, a distance of 6,696 feet, or about one mile and a quarter; and Sir John Franklin said that he conversed with ease at a distance of more than a mile. Dr. Young records that at Gibraltar the human voice has been heard at a distance of ten miles.

"Sound has remarkable force in water. Colladon, by experiments made in the Lake of Geneva, estimated that a bell submerged in the sea might be heard a distance of more than sixty miles. Franklin says that he heard the striking together of two stones in the water half a mile away. Over water or a surface of ice sound is propagated with great clearness and strength. Dr. Hutton relates that on a quiet part of the Thames near Chelsea he could hear a person read distinctly at the distance of 140 feet, while on the land the same could only be heard 76 feet. Professor Tyndall, when on Mont Blanc, found the report of a pistol shot no louder than the pop of a champagne bottle. Persons in a balloon can hear voices from the earth a long time after they themselves are inaudible to people below."

Many Good Numbers Listed.

The Favorite Record Co.'s last supplementary list includes among magnificent violin, piano and clarinet solos, while there is a goodly number of songs in German and operatic selections. Mr. Vischer, the London manager, reports that Mr. A. M. Newman, the founder of the Favorite Co., Hanover, has dissolved his connection with the firm, and although his many friends will be sorry to hear of this, it is not unlikely that we shall again welcome Mr. Newman in another sphere not outside the talking machine industry.

Saint-Saens Compliments Mme. Destinn.

The celebrated composer, Saint-Saens, pays a delightful testimony to Mme. Emmy Destinn, who has been starring in the name-part of "Salome" in Paris, and who is now at Covent Garden. Saint-Saens said: "Miss Destinn is an admirable Salome, whose success is certain." And so it

THE POPULAR RECORD
is now the

"SOVEREIGN"

Double-sided, Unbreakable
Disc Record

(WILL NOT WEAR OUT)

THE BEST RECORD FOR THE SUMMER TRADE

THE BEST RECORD FOR THE SHIPPING TRADE

THE BEST RECORD FOR THE MILLION

LIST No. 1, now issued, contains 160 Titles (80 Sovereigns). The most Popular Selections and Standard Songs.

New, Up-to-Date, and Original Titles will be a striking feature of our LIST No. 2 (to be issued July 1st). A catalogue of Foreign Titles is in course of preparation.



THE "SONOGRAM"
Standard Machine
RETAIL PRICE, £5

SPECIFICATION.—Sound-tight Ball and Socket Joint, 10-in. Turntable. Silent Side-wind, Silent Movement, Double Spring. "Sovereign" Sound Box, Handsome Oak Cabinet (our own design), Flower Horn (22-in. x 22-in.)

The "Sovereign" is the Record most suitable for use in Tropical countries, as the process of manufacture enables it to withstand the heat better than any other record in existence.

Retail Price, 2/-

Ready for Supplies During June

THE POPULAR 30s.
THE DE LUXE £10
SONOGRAMS

Are also
coming on the market shortly

ALL SONOGRAM
GOODS ARE
BRITISH MADE

The BRITISH SONOGRAM CO., Ltd.

Cable Address: EBNOLIOID, LONDON

77, City Road, LONDON, E. C.

WRITE FOR LISTS AND FULL PARTICULARS TO

FROM OUR LONDON HEADQUARTERS—(Continued).

proved. Mme. Destinn is, of course, the same artist who has made such magnificent "Odeon" records.

Barnett Samuel's Extensive Line.

As one of the largest factors in England, Messrs. Barnett Samuel & Sons, of Worship street, London, are in the position to supply the trade in any country with practically everything in the musical merchandise and talking machine goods. They handle extensive lines in records, machines, flower and other style horns, and accessories, all at moderate prices. Their catalog covers illustration and complete details of talking machine and other goods of interest, and on receipt of trade evidence the company will gladly mail a copy free to all applicants.

An Improved Edison "Gem."

An improved Edison "Gem" is shortly to be put on the market. The exact improvements are not yet ready for publicity, but particulars will be announced in the near future.

Decision of Interest to Employers.

A matter of interest to employers was decided in the courts awhile back, when Cook's Athletic Co., Ltd., of Beech street, sued Mr. S. Goodrich, phono dealer, of Bolton, for 8s. 9d., goods supplied. Defendant had paid the plaintiff's traveler. Plaintiff's solicitor said the traveler had no authority to accept the money. They were fighting the case on principle. The judge: As a rule, people pay travelers at their own risk; but this case is not quite an ordinary one, because the traveler agreed that the money was to be paid "on journey," and that was done. The traveler had power to make contracts. For their own protection the plaintiffs should state on their invoices that all payments must be made at the London office. Judgment was entered for the defendant, with costs.

An Interesting Number.

The Edison Phonograph Monthly for June contains some very interesting items, principally one on the "follow-up" system, which gives some admirable pointers to retail shopkeepers who desire to back things up a bit during the summer months.

Melba Autographs for Charity.

Mme. Melba has announced that owing to the numerous requests for her autograph she has decided to regulate the demand in the interests of charity, and in future her autograph will only be forwarded when the application is accompanied by half a crown. The proceeds will be handed over to a charitable institution for the poor. Such quantities of letters are sent that Mme. Melba finds it impossible to cope even with her own private correspondence.

The Patents Bill.

"Patent Law" was the subject discussed at the May day dinner of the Imperial Industries Club, held at the Ritz Hotel. The discussion centered round Mr. Lloyd-George's patents bill, upon the conduct of which through the Commons Sir George Hayter Chubb, who presided, complimented the president of the Board of Trade. Sir Joseph Lawrence warmly commended the bill, as

did also Mr. J. M. Astbury, M. P., Sir John Bamford Slack, and others. The principles of the bill were hotly contested by Mr. A. J. Walter, K. C., who declared compulsory working to be perfect in theory, but in practice utterly unworkable.

The Corrupt Practices Bill.

All ye who in the habit are
Of tipping right and left,
Beware, lest of your liberty
You sometimes be bereft;
No golden coin will needful be
To land you in a prison;
"Threepence" may be as sure as when
One "takes what isn't his'n."

Pathe Freres Phonograph-Cut Disc Record.

Messrs. Pathé Frères strongly advertise their phonograph-cut disc record, which continues as popular as ever. Two new records by Mme. Albani are announced on the 11-inch disc. They are Handel's "Largo" and "L'ete."

Wm. E. Gilmore a Visitor.

William E. Gilmore, president of the National Phonograph Co., arrived here on the "Baltic" May 18. He intends making an extensive visit to all the European branches of the company, and will not return to America until toward the end of July. There are some probable changes in view, notably the return of Mr. Schermerhorn to Orange, N. J., and the transference of Thomas Graf, manager of the Berlin branch, to London, where he will take the reins under the title of managing director. We would wish Mr. Gilmore abundance of fine weather on his voyages, and trust that he will not on his return again experience the annoyance of a twenty-four hours' wait, as in the case of his journey here when the "Baltic" stuck just outside New York Harbor.

A Legal Case of General Importance.

Gramophone & Typewriter, Ltd., recently obtained an injunction against John Barker & Co., Ltd., to restrain the defendants until the trial of the action from selling, advertising for sale, offering for sale, disposing or dealing with any gramophones supplied by them at prices less than those advertised from time to time in their catalog, in breach of an agreement of February 23, 1903. It was explained that plaintiffs were manufacturers of gramophones, and would not supply except on the terms of a written contract which was for their own benefit and that of the dealers. The contract stipulated that the dealer should not sell at less than the full retail prices. In the present case the defendants had purchased the stock of Messrs. Pointing, who had entered into this agreement with the plaintiffs and were advertising them for disposal at a great reduction. The stock included gramophones, and the defendants were advertising the Melba instrument, the retail price of which was 25 guineas, for 14 guineas, and the Monarch, which was priced retail at £5 10s., for £3 3s. The circular stated that all gramophones were offered at "less than half the usual price." The defendants claimed that they were not bound by any agreement entered into by another company, that in any case

the selling of second-hand instruments such as they had purchased at a reduced price did not interfere with the contract and that the entire agreement was void and in restraint of trade.

Apparently Mr. Justice Warrington was not much impressed by the defendants' argument and granted the injunction. The justice would not venture an open opinion, however, stating that it was a matter for discussion at the trial.

BEKA RECORD EXPANSION.

Arrange for Trade Enlargement in India—Increase Entire Line of Foreign Records.

(Special to The Talking Machine World.)

Berlin, Germany, May 30, 1907.

The Beka Record, Ltd., this city, are steadily adding to their repertoire of foreign records, and it is only necessary to study their publicity appearing in The World to realize that the requirements of the people of practically every part of the world can be satisfied by this firm.

Mr. Loewe, general manager and director of the company, recently returned from a trip to India, where he made such arrangements as will insure a wide development of the business future in that country. India is proving quite a center for talking machines and records, and the Beka is in immense demand at that point. There is hardly a country throughout the new, or old, world that the Beka record is not known. The go-ahead policy of this company in providing appropriate literature and illustrations to suit the requirements of their customers, have enabled them to win a clientele that is steadily being augmented.

The first Beka expert has been in India since the first of January, and during that time has taken about 1,000 new records, among which are quite a number in dialects, which have hitherto never been reproduced on discs. One of the curiosities in the record line is one from Mr. Surendarnath Bonnerjee, the so-called uncrowned king of Bengal, and one of the most popular men in India, who has made a few records for this company.

The latest records being placed on the market by the Beka Record, Ltd., are admirable in every respect. The selections from the leading operas are most complete, and the high quality of the rendition has won general appreciation. They have now on their list a notable army of artists who are making records for them in various centers; in fact, they are scouring the world to the end that their international catalog be one of the most complete in existence. Original records have been made in all the principal European countries, and the list of selections covers all tastes from classical to comic. Any members of the American trade who desire to secure something entirely unique should write the Beka Co. for their latest international catalog. It is a veritable marvel in its scope. The requirements of practically every nationality can be supplied through this company.

Dulcephone
DISK
SPECIALITIES

BARNETT SAMUEL & SONS

Limited

Manufacturers and Wholesalers of Phonograph Merchandise
Worship St. LONDON, England.

Complete Catalogues sent on enquiry,
including particulars of

DISK MACHINES

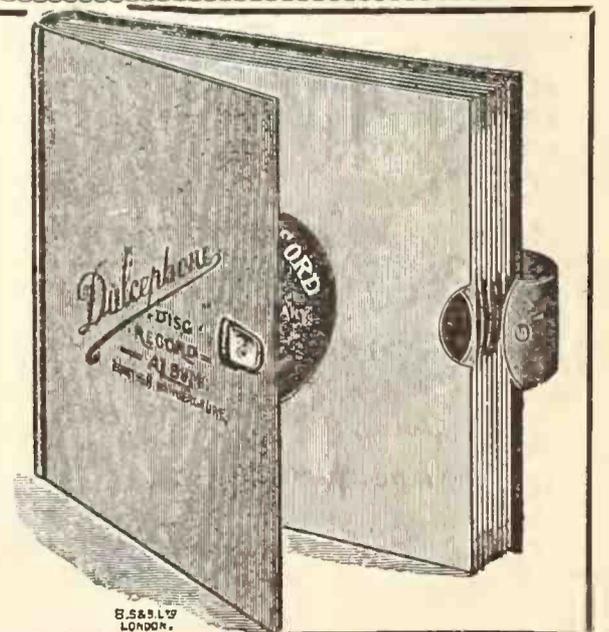
ART PEDESTALS

NEEDLES

(Dulcephone Brand—British Made)

ALBUMS

(British Manufacture—Best Value obtainable)



B. S. & S. LONDON.

TRADE NEWS FROM "THE CITY OF CULTURE."

Improvements to be Made in Talking Machine Department of the Oliver Ditson Co.—C. E. Osgood Co. Take on the Columbia Goods—Eastern Talking Machine Co. Re-arrange Rooms—Can Carry 150,000 Records on Hand—Tray System of the Boston Cycle & Sundry Co. Popular—H. F. Tosi Married—Business With Steinert—T. F. Murray a Visitor.

(Special to The Talking Machine World.)

Boston, Mass., June 12, 1907.

Of chief interest among the talking machine dealers of Boston are the changes and improvements to be made in the talking machine department at the Oliver Ditson Co. in the near future. Manager Winkelman, of this department, has proven himself not only an astute department manager, but a fine salesman, with the result that he has been getting rid of \$15,000 worth of goods every month, in a tiny cubby-hole of a room that would hardly be big enough for a progressive man's private office. The death of John C. Haynes, president of the company, and the consequent reorganization, makes it possible to give Manager Winkelman more room and better facilities. It is planned now to move his department from the fifth to the second floor, and to give him the entire floor to use for the sale of talking machines—all Victors, by the way, for the Ditson house handles only the Victor. This is a tribute not only to the wise management on the part of Mr. Winkelman, but also to the wise forethought of General Manager Charles Bobzin, of the company, who recognizes that the talking machine department of the Ditson Co. is one of the best money producers in the building, and he is willing to give it all the growing space it needs.

Growth is also a watchword at the C. E. Osgood Co., where the talking machine department has developed from a tiny affair, that was not expected to live to grow up, into a fine, husky, strong department that shows a big profit every month. Improvements have been made in this department quite frequently of late. Business is reported to be excellent, considering the backwardness of the season. Mr. Royer, the manager, has just taken on the Columbia goods, and is planning to push them both in jobbing and at retail.

Enlargement of record space is the order of the day at the Eastern Talking Machine Co.'s store. Wholesale Manager Chamberlain has, by a re-arrangement of rooms, increased his facilities so that he can keep on hand at all times 150,000 records. Mr. Freeman, of the sales force, has adopted quite a nice idea for keeping disc records perfect, and insuring customers that they are getting records just as they come from the factory. He secures small gummed labels and pastes these over the edges of the envelopes containing the disc records as they are taken out of the boxes from the factory. He has also arranged a lot of dust-proof boxes for the Melba records, so that these can be kept in condition.

The Boston Cycle & Supply Co. have just installed a new Lamson carrier system in their offices. Manager C. G. Andrew, of the talking machine department, states that their business for the month of May was much larger than for any previous May. He has secured a new shipment of mottled horns, on which he has a big sale. The tray systems are big sellers also, as well as the Lynn carrying cases. Mr. Andrews has just returned from a ten days' fishing trip in Nova Scotia with M. J. Harrison, of the Bowdoin Square Phonograph Co. He reports that he had great luck and a jolly good time.

Humbert F. Tosi, of the Cosmopolitan Music Store, was married on June 9 to Miss Louisa Ardizzone, a member of the San Carlo Grand Opera Co., which played in Boston early in May. The young couple will go to Italy on their honeymoon, and both will join the opera company there. Mr. Tosi will retain his interest in the Cosmopolitan store here, however.

Business on the Victor Victrolas and other talking machines has greatly improved at the ware-rooms of M. Steinert & Sons since Manager Cornell had the first floor divided into a display

room and a business office. The new room is light and airy, yet can be enclosed in glass whenever a customer is inside, and the display of Victrolas there is quite imposing.

All the talking machine trade is still discussing the result of the bowling season between the men from the various warerooms. That is, all but the fellows at the Eastern Talking Machine Co. They are still wondering when they will wake up. And the boys at the Columbia Phonograph Co. have little to say. They do say, as the Rube books put it, that those lads at Steinert's are certainly fine bowlers, and the Steinert lads content themselves by saying that they had nothing but a scrub team. Still, eight consecutive games is something worth winning.

John B. Varick, of Manchester, N. H., was in town recently, and announced that the John B. Varick Co. had been formed, to do a general jobbing business in Edison goods.

T. F. Murray, general representative of the Columbia Phonograph Co., was in town this week, full of enthusiasm over his success and over the prospects for the season's business. He says that he found business with the Maine jobbers very good indeed, and that in Portland recently there was formed the Marconi Phonograph Co., the first concern in the country to take advantage of the association of the great inventor with the Columbia people. This company handles the Columbia goods, of course.

The American Graphophone Co. have declared their quarterly dividend of 1¼ per cent. on common stock, payable June 15.

RECORDS OF ROOSEVELT'S VOICE.

A World Subscriber Wants to Know Why Manufacturers Cannot Secure Records of the President's Voice—There Would be an Immense Sale, and the President's Views Still Further Propagated.

An enterprising talking machine dealer writes to The World as follows: "I could sell thousands of records of the voice of President Roosevelt in this section, if I could get them. Why couldn't some of our leading manufacturers of records get the President to make an address which could be used in the school exercises, or in the home—one of those virile "square deal" utterances that have made the President such a tremendous power for righteousness in the nation?"

We turn over this suggestion of our esteemed subscriber to the consideration of the record manufacturers, and feel sure that if it is possible to get the President in an amiable humor that he will be captured, unless he should desire to place himself in the category of European monarchs, who claim that nothing relating to them may be exploited for commercial purposes.

There is still another phase of the matter, and that is the competition that would exist between the different companies should the President deign to make a distinction between them. We are not quite sure as to whether the proposition has ever been made to President Roosevelt, but we feel certain that at least for some charitable purpose he will be "delighted" to express himself through the medium of the talking machine.

The Knight Mercantile Co., Zonophone jobbers of 211 North Twelfth street, St. Louis, Mo., have been compelled to install an extensive new set of disc record racks, which permit of the records being stored much closer together. This house carry many thousands of records and do a heavy jobbing business throughout the Southwest.



Recommended as Best By those Who Know Best

Every dealer who would like to add to his business a feature that will increase it from 10 to 30 per cent. should give his consideration to the following recommendation.

"The undersigned E. E. and Minister Plenipotentiary of His Majesty, the King of Spain, to the United States, has much pleasure in stating that the words for the study of the Spanish language as prepared by the International Correspondence Schools, of Scranton, Pa., which I have carefully listened to, are the most perfect rendering of the pure Castilian pronunciation. I consider them invaluable to the student of our language, and cannot too much praise their efficiency and convenience."
EMILIO DE OJEDA.

This official endorsement is the highest possible recommendation for the efficiency and accuracy of the I. C. S. Spanish Course, and plainly tells the characteristics of

I.C.S. LANGUAGE SYSTEM

WITH
Thomas A. Edison
PHONOGRAPH

This system of language instruction is in use at the U. S. Government War College at Washington, and the phonograph system has been lately adopted by the University of Chicago, and everywhere it is being recognized as the coming method of language instruction. Phonograph dealers all over the country have been very successful in handling the language feature in connection with their other business. There is no reason why *you* cannot do the same—there is no reason why *you* should not do it next month, only because of your own indifference and negligence to write *now* asking for further particulars. Don't you think it worth while to find out more about such a feasible means of increasing your business?

Write us a postal to-day.

INTERNATIONAL CORRESPONDENCE SCHOOLS, SCRANTON, PA.

IMPROVED
PETMECKY
MULTI-TONE NEEDLES

EVERYWHERE Victor, Columbia, Zonophone and all other disc records are sold, PETMECKY needles sell.

Each PETMECKY needle plays 10 records LOUD, SOFT, INTERMEDIATE tones; absolutely free from harsh, jiggly, scratchy, metallic sounds and without injury to the finest record.

A well known Wall Street Banker, owner of an Auxetophone, says: "FROM MY PERSONAL EXPERIENCE, I FIND, THAT TO REALLY APPRECIATE THE WONDERFUL QUALITIES AND TONES OF THE GRAND OPERA RECORDS, ONE SHOULD USE NOTHING BUT PETMECKY NEEDLES."

UNUSUAL PROFITS FOR
DISTRIBUTORS JOBBERS EXPORTERS DEALERS

On request, 100 Improved PETMECKY needles, testimonials, prices, etc., will be sent without cost anywhere.

PETMECKY

Patentee and Manufacturer Improved Petmecky Needles

New York Life Building
NEW YORK

TWO NEW HORNLESS MACHINES

Will Soon be Placed on the Market by the H. Schroder Hornless Phonograph Co., of New York—Many New Principles Embodied in These Creations It Is Claimed.

The H. Schroder Hornless Phonograph Co., 387 East 158th street, New York, are preparing to place on the market two new talking machines—a disc and cylinder—which will possess a number of new and unique features that are bound to at once attract the attention of the trade. Both of these machines are constructed without horns and are made on many absolutely new principles, thus insuring against any possible infringements on those of any other make. One of the most marked improvements is that of tonal reproduction, all scratching, and harsh, discordant sounds being eliminated. Another desirable feature is that of saving on shipping, as these instruments are built in a most compact manner, and can be packed for transportation most economically.

The Schroder Co. intend to devote their entire time to manufacturing, and will appoint a number of large firms as sole agents, who in turn will establish jobbers in various parts of the country for the purpose of pushing their line among the dealers. These machines will not resemble the Victor Victrola made by the Victor Co., or another machine of German manufacture, as erroneously stated in a previous issue.

CRITICIZE MME. MELBA'S MOTIVES.

The New York Press is not as gallant as it usually is when speaking of Mme. Melba, and actually believes that "her love of art" and "scientific interest in talking machines" is based upon mercenary considerations. It also proceeds to tread on Brother Jonathan's coat tails. Here is what our Manhattan contemporary says: "One of the funniest things about the English is their seriousness. Melba, the Australian singer, whose vogue was enhanced tremendously by circulation of talking machine records of her songs, made a great parade of her patriotism in a Middlesex town, in England, the other day, when she laid the cornerstone of a factory destined for the manufacture of such devices. It was all proper enough, of course, for the cantatrice to have genuine interest in anything that had served to advertise her so extensively, but precisely why the British Lion had to roar over the occasion does not appear to the practical American mind. Melba didn't deliver her address. It was spoken for her by an agent of the talking machine company. But he was there to utter her sentiments, it seemed, and one of his first remarks was that the diva, "as a British singer," was "particularly interested" in any undertaking that added to the list of British industries. Melba herself, when the ceremony was at an end, told the reporters she had always taken "the greatest scientific interest" in talking machines.

Dear, dear! Why couldn't she be candid enough to say it was a commercial interest? No one in this country would think the less of her for it, whatever might be said in the land of ponderous shams."

AN OLD-TIME EDISON MAN

Is A. O. Petit President and Founder of the Edisonia Co., of Newark—Long Connected With the Trade and Has Built Up a Successful Business.

Albert O. Petit, president and founder of the Edisonia Co., of Newark, N. J., is a man of wide experience in the talking machine industry, having become interested in that line as early as 1887, when the industry was in its infancy. His first connection was with Professors Bell and



ALBERT O. PETIT.

Tainter in the year named. A year or so later he joined the Edison forces, as he says, at a time when the site of the present enormous plant of the National Phonograph Co. "reminded one of the Everglades of Florida." Since that time Mr. Petit has worked under every manager of the works up to and including Mr. Gilmore. He rapidly rose to fill many positions of importance that threw him in direct contact with Mr. Edison, with whom he became very friendly. Upon his leaving the employ of the National Phonograph Co. to organize the Edisonia Co., Mr. Edison presented him with his signed photograph as a mark of esteem. When the Edisonia Co. took possession of their handsome new building a few months ago Mr. Edison presented Mr. Petit with a gold-plated phonograph mounted on

a handsome pedestal, bearing a plate inscribed as follows: "Presented to Albert O. Petit by Thomas A. Edison, February 25, 1907." Mr. Petit is a French-Canadian by birth, and came to the States when about ten years old.

DR. O'NEILL'S IMPRESSIONS

Of a Recent Trip Through South and West—The Enterprise of Certain Houses—Leaves Shortly for the Orient on Extended Trip.

Dr. E. F. O'Neill, the popular traveler for the Victor Talking Machine Co., will leave early in July for China, making his first stop at Shanghai. He will remain in the Orient about two years, covering China, Japan and the Philippines thoroughly, as he has a thousand Chinese Victor records at his disposal, to which more will be added at short intervals, he should be able to close some deals. Dr. O'Neill is very enthusiastic regarding his new venture, and his ten years of experience in the talking machine business will prove of inestimable value to him.

In regard to the tour of the South and West, from which he has but recently returned, Dr. O'Neill had much to report. He was much impressed with the West as a field for the "talker," stating that it filled in a large measure the position occupied by the vaudeville and other low-priced show houses of the East.

Speaking of the various houses he called on, Dr. O'Neill mentioned Thomas Goggan & Bro., who have four stores in Texas—in Galveston, San Antonio, Waco and Dallas—and the Waco Talking Machine Co., both houses exploiting the Victor line in no uncertain manner. As the center of the Western talking machine trade, however, he considers Oklahoma City as having that honor. Armstrong, Byrd & Co., Durham & Co., and Frederickson & Kroh are all located in that city, carry heavy stocks, and do an enormous business.

Philip Werlein, Ltd., the New Orleans house, have increased their Victor business to such an extent that they have been compelled to install several new demonstrating rooms for that line.

As examples of rapid growth, the Doctor cited two instances as coming directly under his notice: Taylor Bros., of Houston, Tex., who simply installed talking machines as a side line to their jewelry business only a few years ago, are now forced to open a separate store solely for the purpose of handling their business in the Edison and Victor lines. The other case was that of the Silverstone Talking Machine Co., of St. Louis, who are Edison jobbers. Starting only three years ago they now are among the leading talking machine houses in the Middle West, doing a very heavy business that taxes their constantly increased facilities.

It is proof, not of weakness but of wisdom, to seek advice from those more experienced than oneself.



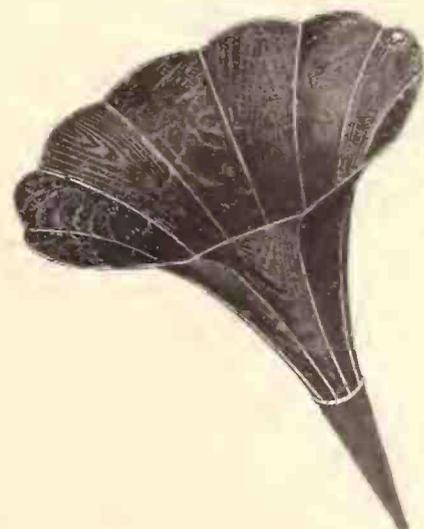
Western Jobbers!

Are you aware of the fact that we are shipping promptly to our Western warehouse a sufficient quantity of horns of every description to satisfy your wants?

The warehouse is under the direct management of the Western Talking Machine & Supply Co., 6 East Madison Street, Chicago, Ill.—"Nuf Ced."

We are also making prompt factory shipments to our Eastern jobbers.

Don't fail to write us concerning our line of "Wood Finish" Horns.



NEWARK TINWARE & METAL WORKS

28-30-32 DIVISION PLACE

NEWARK, N. J.

SPECIAL! JOBBER'S' OFFER

We are helping the Dealer to do an *Installment Business by selling him on installments*. Our plan is very simple. Write for it.

By following our plan you can double your Talking Machine Business without increasing your investment. Why not deal with the jobber who helps the dealer?

"Mr. Dealer:

We refer all Talking Machine inquiries coming from towns where we are represented by dealers to the dealer or dealers in that town who buy of us.

LYON & HEALY."

Quick Service

Large Stock

New Goods

Lyon & Healy

CHICAGO

FROM OUR CHICAGO HEADQUARTERS

195-197 WABASH AVENUE, E. P. VAN HARLINGEN, MANAGER.

A Great Assemblage Expected in Chicago for the Conventions of the Talking Machine Jobbers, Piano Dealers and the Piano Manufacturers—Jobbers Eligible as Associate Members of the National Piano Dealers' Association—No Diminution in Activity in the Talking Machine Trade West—Messrs. Baer and Eckland East—Alterations in the Columbia Warerooms—Feinberg's Successful Trip—Babson Bros.' Great Stockroom—Talking Machine Co. Adding to Their Line of Customers—C. E. Goodwin's Plans Succeeding—Reynolds With Lyons—A New Coin Operating Talking Machine—Other Items.

(Special to The Talking Machine World.)

World Office, 195 Wabash Avenue,

Chicago, Ill., June 10, 1907.

The week of June 17 will be a great one for the talking machine as well as the piano trade. The National Piano Dealers' Association, which convenes at the Auditorium on Wednesday, the 19th, has in the neighborhood of 800 members, and it is safe to say that from one-half to two-thirds are talking machine dealers as well. It is equally safe to say that the balance of them are seriously considering the addition of talkers as a result of the success of their brethren and of the strong educational work in this line accomplished by the Talking Machine World and The Music Trade Review. The National Piano Manufacturers' Association commences its sessions Monday, and winds up on Wednesday, when the dealers begin. A number of the manufacturers have their own retail stores, and handle talking machines in addition, and, in some instances, on a very large scale.

The Central States Talking Machine Jobbers'

Association, as every reader of The World knows, meets at the Annex on Monday and Tuesday, the 17th and 18th. There is every prospect that it will be the largest convention in the association's brief but prosperous history. It would be surprising if this meeting did not witness the acquisition of a large number of new members. Many talking machine jobbers who are not now members of the Central States Association will be in Chicago that week because they are piano dealers and therefore members of the Dealers' Association. This will be an excellent time for the Central States Association to get these people in line, and they will unquestionably make the most of their opportunity.

It may be news to the talking machine people that even if they are not piano dealers they are eligible as associate members of the National Piano Dealers' Association, as they are classed as members of the music trade. The associate membership fee is \$3 per year, and entitles them to all privileges, except that of voting. All members of the Talking Machine Jobbers' Association therefore can get into the whirl of business and pleasure which will characterize the meeting of the piano dealers. If they handle pianos they can get in as active members—if they do not as associate members.

Secretary Putnam, President J. P. Byrne or Chairman of Membership Committee Platt P. Gibbs, of the National Piano Dealers' Association will all be in easy reach over at the Auditorium proper, and any of them will be able to fix up applicants for membership.

There has been so far no diminution in activity in the Western talking machine trade other than that inevitable to the season. Jobbers both here and through the West are united in report-

ing that May business showed a large increase over the corresponding month of last year, while June is making a similar record. Trade, it is true, has been tapering off somewhat since about the middle of May, but this has not been as noticeable as usual, and the present volume of business speaks eloquently of the remarkable prosperity of the talker trade.

A concern which has accomplished large things in the talking machine business is the firm of C. Koehring & Bro., of Indianapolis. A year and a half ago they became Victor jobbers, and have a large trade through Indiana. They not only do a prosperous retail business on both Victor and Edison goods at their main store, but also at a retail branch they opened a few months ago in Indianapolis, and which is devoted to talking machines exclusively.

General Manager Arthur D. Geissler and Sales Manager Virginius Moody, of the Talking Machine Co., loomed up in a forceful way as leaders of the forlorn hope on Saturday, June 1. The occasion was a ball game between picked teams from Babson Bros. and the Talking Machine Co. Both Geissler and Moody made home runs, but their hard work failed to conquer, the high average of brawn and muscle of the countryites from the wind-swept prairies of Douglass Park. Besides, the Babson Bros. and George Nisbett disdaining the dust and carnage of actual conflict sat in the grand stand and rooted, encouraging their men to nobler efforts. The score was 22 to 11 in favor of the Babsons, and if darkness had not intervened it might have been different. Flushed with victory the Babsonians are out with a challenge to Lyon & Healy.

T. J. Rochford & Co., with offices in the Republic Building, this city, expect to make electric

While in Chicago Pay us a Visit at Our New Home

19th Street, bet. Marshall and California Boulevards

The largest building in the world devoted to the exclusive sale of Phonographs and Records
You will be more convinced than ever that **WE ARE**

"THE PEOPLE WITH THE GOODS"

BABSON BROTHERS

G. M. NISBETT, Mgr. Wholesale

Take Douglass Park Trains on Metropolitan Elevated to California Avenue Station

coin-controlled pianos as well as regular pianos in a new factory they are building at Tipton, Ind., and which they expect to have ready for occupancy in the early fall.

C. F. Baer, manager of the Chicago office of the Columbia Phonograph Co., and O. W. Eckland, manager of the instalment department, accompanied by their wives, left on a three weeks' trip, which will include visits to a number of the Columbia Co.'s branches, to the headquarters in New York, and to the Jamestown Exposition. From Chicago they went direct to Detroit, and from thence to Buffalo, Pittsburg, Albany, down the Hudson to New York, and thence to Bridgeport, Boston, Philadelphia and Washington. After a stay at Jamestown they will return to Chicago via Cincinnati. Both men are hard workers, and the trip will give them a needed rest as well as result in an interchange of ideas and experiences with other Columbia managers that can but be of benefit to all concerned.

The extended changes and alterations which have been made in the Columbia warerooms and offices at 88 Wabash avenue have now been completed to the great joy of the force who have been compelled to work in a veritable carpenter's beam for the past six weeks. The offices, with the exception of that of the commercial department, have all been moved to the entresol floor, which extends around the south side and rear of the store. District Manager Fuhri is unobtrusively located in the southeast corner of the double decker, from whence he works the wires that keep him in touch with the extensive Western and Central Western territory over which he has control. The Northwest corner is occupied by O. W. Eckland, and the instalment department is in a private office between the two. E. C. Plume, Western wholesale manager, holds forth. The south gallery is occupied by the counting room and collection departments, and here are the desks of Manager C. F. Baer and Assistant Manager George Cass.

Downstairs the retail department floor has been rearranged, the disc record stock occupying an imposing extension along the north wall

within instant reach of the sales force. Floor Manager Walthau is delighted with the new arrangement which gives him space for an imposing show of cabinets. The Chicago office has just issued catalogs of both disc and cylinder records, arranged alphabetically by title and intended primarily for dealers' use.

R. Kean Cameron, Retail Manager John Ottos, capable assistant at the Rudolph Wurlitzer Co., is again back at his desk after a five weeks' illness. His sister, Miss Ida May Cameron, is winning additional laurels as a singer. She appeared in recital at Crerar Hall, and has a number of engagements for appearances at association gatherings during the summer.

C. M. Le Roux, who since the Cable Company discontinued their wholesale talking machine department, has had charge of the retail, has resigned. He's a wholesale man by virtue of long inclination and long training, and feels that his efforts can be expended to the best advantage in that branch of the business. Up to the present time he has not made any further connection but has several good offers under consideration.

F. K. Dolbeer, of the National Phonograph Co., made a flying visit to Chicago on the 7th.

The Crescent Talking Machine Co., who moved to 40 Michigan avenue last month, have now ready for the market the Sheppy automatic brake for disc machines, the invention of Frederick Sheppy. It eliminates the thumb brake entirely. Start the machine going and you can sit down, listen to the music and smoke your cigar in peace as the machine is stopped automatically and instantly upon the expiration of the record. Furthermore the turntable is started automatically when a record is placed on the machine.

B. Feinberg, of Dillbahrner & Feinberg, proprietors of the Western Talking Machine & Supply Co., returned from his Eastern trip the latter part of last month loaded not only with memos of goods purchased, but also with orders from jobbers, whom he visited on the way home. He will give the road the good-bye until after the Central States Talking Machine Jobbers' convention. The plan of carrying stock of all kinds

of talking machine supplies in Chicago for the benefit of the Western jobbing trade has proved such a convenience to the company's customers that they have been compelled to secure additional storage facilities in the building in which they are located, 6 East Madison street, securing ample room in the basement for that purpose. During convention week they will have on exhibition at their warerooms several new novelties in the supply line including the Ideal folding horn manufactured by the Ideal Fastener Co.

Loring L. Leeds, of the Leeds & Catlin Co., was here the latter part of last week. He reported trade as excellent and that Central Western jobbers on the whole were looking for a larger volume of business in 1907 than in 1906.

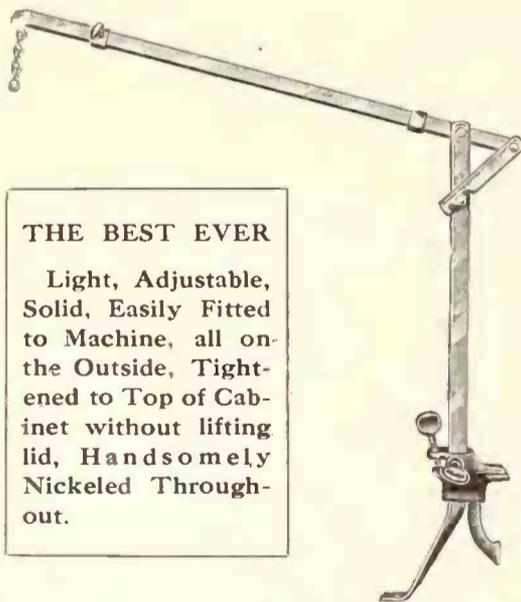
Walter Gray, manager of the San Francisco office, and George W. Lyle, general manager of the Columbia Phonograph Co., were recent visitors at 88 Wabash.

The offices of the Western commercial department, the battery department and the moving picture department of the National Phonograph Co., remain at the old number, 304 Wabash avenue, the quarters having been rearranged and decorated since the fire in the building six weeks ago. A. V. Chandler, the National's city representative, continues his rounds among the jobbers as usual, and is always ready to welcome out-of-town visitors.

Babson Bros. are now thoroughly settled in their fine new building at Marshall Boulevard and 19th street, and which has been described in detail in The Review. Everything is convenient. The immense record stockroom, which covers the entire fifth floor, has a system of record bins devised by George M. Nisbett, wholesale manager, with a total capacity of 600,000 Edison records. The cut illustration given in this connection shows the manner in which these bins are arranged. There is plenty of room, and two people can work back to back with perfect comfort between the bins. The lighting facilities are unsurpassed. There are windows on all sides, and the immense skylight above running along the entire length of the floor make the spaces

The Simplex Crane

(PATENTED)



THE BEST EVER

Light, Adjustable, Solid, Easily Fitted to Machine, all on the Outside, Tightened to Top of Cabinet without lifting lid, Handsomely Nickered Throughout.

A heavy coating of best nickel-plate, electrically applied, then handsomely burnished to a mirror gloss, is the finish used throughout.

The Lip-lock, or clutch which fastens the Crane to the Machine, in order to assure perfect safety from defects, is NOT CAST, but made of MALLEABLE IRON, treated to a thick lacquer of Baked Japan, very elastic, yet very glossy.

Closest inspection and examination of this very modern, simple, up-to-date Crane are cordially invited. The wholesale figure and the customer's price offer an attractive proposition to all dealers.

Retail Price, \$1.25 Each

Chicago Stand Co. Manufacturers

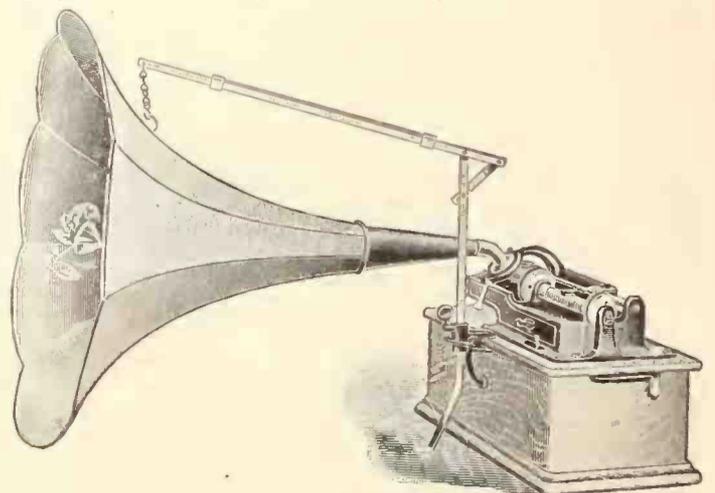
260 Wabash Avenue, CHICAGO

This is certainly the happiest idea so far evolved for holding a horn to any Cylinder Machine, and is aptly named "SIMPLEX," for it is surely simplicity itself. The Crane is attached to the Machine top by an ingeniously devised screw operated clutch, in such a way that the more weight on the outer arm of the Crane, the harder and more firm is the lock fastened to the machine, insuring absolute safety from fall and damage to the horn or machine.

The angle of elevation is gauged by a lever on the back of the Crane, in which are three notches. This lever locks of its own weight, without the use of any spring or screw, and thus assures permanent freedom from worn threads, broken springs and all that sort of tantalizing annoyance.

The length of the horn determines the stretch of the top-arm which is made long or short by means of snug fitting clips and a steel thread-lock. A short length of good weight chain completes this unusually capable, handsome, durable, easily operated horn support.

The construction is of $\frac{3}{8}$ by $\frac{3}{16}$ inch cold drawn charcoal steel, and the extension arm operates laterally, thus attaining greatest rigidity and resisting capacity. The two feet are flat and perfectly smooth.



between the bins as light as any place in the building. The fourth floor is devoted to general stock, the third to machine stock, the second to executive offices and the first to packing, shipping and repair departments. Not only in the interior arrangement but in the surroundings has the climax of convenience reached. The building faces Douglass Park, and the employes therefore get the advantage of fresh air and a delectable outlook, while the Douglass Park cars of the Metropolitan Elevated bring visitors from the loop in twenty minutes. They alight at the Cali-

riences of the large local buyers has proved a big success. May showed a remarkable improvement over the corresponding month of last year. C. E. Goodwin, of Lyon & Healy, has been for some time quietly putting into effect a plan for enabling the country talking machine dealers to do an instalment business by arranging for them to pay Lyon & Healy on the instalment plan. It is having the effect of creating talking machine dealers among merchants of limited capital, but who, by virtue of energy and ability, are likely to become marked figures in the talking machine

Attention!

If you are in town with the Piano Dealers' Convention, look us up, at your first leisure moment.

If you don't come to the Convention, the first time you do come to Chicago we want you to make it a point to see us. We want to show you the largest, most complete, up-to-date **Wholesale** Talking Machine Company in the Country to-day. We are anxious to show you the orders we are filling, and just how we fill them. This is of vital interest **to you.**

REMEMBER NO RETAIL. You might as well be dealing with the factory direct.

If you have been short anything in the Victor Line, try us. **We want to show you something.**

REMEMBER WE WHOLESALE EXCLUSIVELY



72-74 Wabash Avenue,
CHICAGO, ILL.



VIEW IN PART OF HANSON BROS. GREAT RECORD STOCK ROOM.

ifornia station, and are within a block of the building. After a tour of inspection of the whole 60,000 square feet, "without doubt the largest space in the world devoted solely to the sale of phonographs and records," they can be taken to the big Catholic hospital next door and revived and tenderly cared for. Convenient any way you look at it.

The Talking Machine Co. are more than pleased with their new quarters at 142 Wabash avenue, where they occupy the entire floor of the big building. Manager Geissler reports the creation of a large number of Victor dealers within the last two or three weeks. Their system of making selections for dealers from the expe-

business of their respective sections. The Rudolph Wurlitzer Co. have now occupied their new wholesale department stockrooms at 336 Wabash, where they have three times the capacity formerly. The offices of the wholesale department remain as heretofore in the Wurlitzer Building, 260 Wabash.

The many customers and friends of James I. Lyons, the well-known and long-established talking machine jobber, will be interested in learning that he has again secured the services of Joseph S. Reynolds, who was his right-hand man during the first year and a half of his career as a talking machine jobber, and had previously been with him for many years. Mr. Reynolds comes back

HORNS

PLAIN, DECORATED and Imitation Wood Color :: JUST IN—New line of fancy decorated horns.

JOBBERS

WHEN IN CHICAGO you are cordially invited to make our offices your headquarters.

CRANES

O. K. and Universal :: Shipped F. O. B. Chicago :: No advance in price :: :: ::

CHICAGO FACTORY WAREHOUSE FOR THE CONVENIENCE OF WESTERN JOBBERS

STANDARD NEEDLES

Loud, Soft, Medium and Musical Tone :: Main Springs in all sizes :: :: ::

Western Talking Machine & Supply Co.

DILLBAHNER & FEINBERG
Props.

6 E. Madison St. CHICAGO

'Phone, Central 3729

SUPPLIES

Rubber horn connections :: Nickel plated and zinc oil cans :: DISC RECORD envelopes in all sizes, etc. :: :: ::

to the house of Lyons, after an absence of six years, which, however, has been spent in the talking machine business. He will then have immediate charge of the sales, credits, correspondence, etc., giving Mr. Lyons a chance to devote more time to the general management of the business. This means, of course, that the wholesale talking machine business will be pushed harder than ever, along conservative lines. Mr. Lyons is distributor of both the Edison and Zonophone goods, and as ever carries one of the most complete stocks of supplies of all kinds in the West. He has recently added an exceptionally strong line of disc and cylinder cabinets. He still continues the manufacture of artificial limbs with pneumatic feet, and has recently moved his factory to the building in which his talking machine business is conducted, No. 192-194 East Van Buren street.

The Mills Novelty Co. have just put on the market a new automatic coin-operated phonograph, wound by a single pressure of the foot, thus doing away with the necessity for electric current or troublesome hand winding. It is arranged with either the slot attachment or a push button for home use and a horn may be substituted for the ear tubes if desired.

The reproducer on this machine is one of its unique and novel features. When the machine is put in operation, the hollow arm is slowly and automatically let down, allowing the pin to make contact with the record at just the proper place. When record is finished this arm automatically lifts and returns to starting point. An adjustable screw and lever governs the arm, allowing reproducer to come in contact with record only from the beginning to the end of the piece, thus making it practically impossible to damage a valuable record by scratching.

This automatic shut-off, the ease with which records can be changed by lifting one off and substituting another; the foot treadle arrangement, which makes it possible for independent operators to put it out as a purely automatic coin-operated machine, and the fact that the machine

will take a 10-inch record, all contrive to make this new product of the big Mills plant a most interesting machine.

TALKING MACHINE IN THE SCHOOL.

An Article Illustrating Its Wonderful Power for Good to the Young American.

The time will come—and let us hope that it is not far distant—when the school houses of our land will find the talking machine as important a part of their equipment as the blackboard is to-day.

Did you ever stop to consider, Mr. Dealer, what the talking machine will do for the "Young America" who is striding along the path of knowledge in the public school? The amount of benefit to be derived from its use is so great that it is difficult to determine just where it can do the most good. Probably the elocution class will reap the richest harvest by having the voices of brilliant recitators at their disposal. The boys and girls who attend our institutions of learning are very bright juveniles, and, therefore, clever mimics. When a recitation or reading is given to the class as their lesson for the following day, and then played for them upon a talking machine, they immediately grasp the correct idea, and when the time comes for them to declaim, they do it with expression, remembering the phonographic rendition of the night before, and profiting by it to a marked degree.

The great men of the world are coming forward one by one, Emperor William being the first, and having records made of their voices for the benefit of humanity at large, and this is a great aid to the school. The history lesson can be made so much more interesting if it deals with a great man whose voice is at the beck and call of the scholars.

Suppose our great President of the United States, Theodore Roosevelt, were to have one of his stirring speeches, delivered in his character-

istic style, engraved upon a disc or cylinder, and duplicates of the same distributed among the schools; would it not have a patriotic effect; would it not instill into the hearts of the children a more real and lasting impression of the man, the statesman, and the author, than a mere book could give? It is time for our great men to come forward and present their voices to the world, for in so doing, they will not only improve the youthful minds of the present generation, but those whose lives may reach into the



far distant future. It is possible in this progressive age of talking machines to have stored away in the libraries of our schools not only the written word of famous personages, but perfect reproductions of their voices as well, and you are the man, Mr. Dealer, to insist that this thing be done, for thereby you will add materially to your business by bringing to the front the educational powers of the machines you sell, and also place before the mothers and fathers of our country something they cannot fail to appreciate; that is, an inspirer of intellectual understanding in the brains of their offsprings.

HOWARD TAYLOR MIDDLETON.

The Eureka Phonograph Co., who opened up August 1 in Eureka, Cal., are doing an enormous business in Edison machines and records.

SOMETHING NEW IN RECORD CABINETS

SEND FOR CATALOGUE AND DEALERS' DISCOUNTS

JAMES I. LYONS

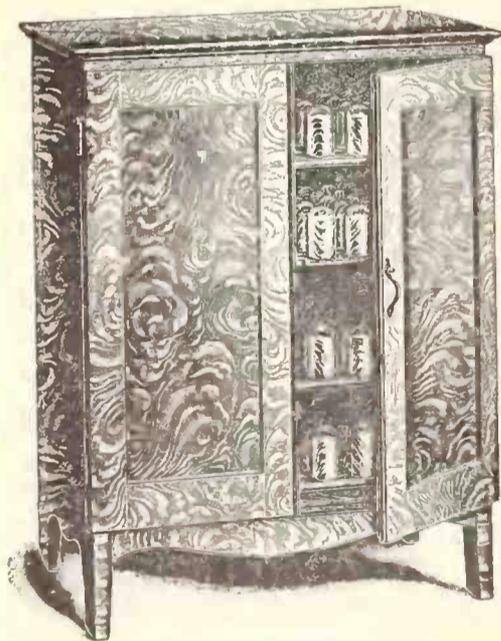
EDISON JOBBER



ZONOPHONE JOBBER

WHOLESALE

Talking Machine Supplies
Springs in Stock



CYLINDER CABINETS

Solid Oak. Holds 200 Records. Height, 35 in. Top, 25½ x 18 in.



DISC CABINETS

Solid Oak. Capacity 210 Discs. Height 35 in. Top, 25½ x 18 in.

FOR ALL TALKING MACHINES

OTHER MONEY MAKERS FOR LIVE DEALERS

192-194 Van Buren Street

CHICAGO, ILLINOIS

KIBBEY HAS CONCERTOPHONE.

Adds Another Big Seller to His Splendid Line of Specialties.

(Special to The Talking Machine World.)

Chicago, Ill., June 10, 1907.

H. C. Kibby & Co., coin-operated specialties, Republic Building, have secured a notable addition to their line in the Concertophone, manufactured by the Skelly Manufacturing Co., of this city, and for which Kibby & Co. are now exclusive sales agents. As readers of The World know, coin-controlled graphophones are remarkably loud and clear. The customer has the choice of his records. It is operated by spring motor, and automatically rejects slugs.

Kibby & Co. are also making a strong push on the Lavery phrenometer, a cut of which appears in their advertisement in this issue. This remarkable device scientifically measures, delineates, prints and delivers on a sheet of paper the degree of development of every faculty of the brain. Kibby & Co. state that it is more scientifically accurate in its readings than any professor of phrenology, because it gives accurate and positive measurements, while man relies on

touch or observation. No two persons can, by any chance, receive similar readings unless their bumps are actually alike, something which probably never occurs. The phrenometer is not a slot machine, but requires only a moment's attention by the owner in order to adjust it on the customer's head. The returns to the owner of a phrenometer are large, and its unit is so unique as to create a craze for having your head read by the machine as soon as it is introduced in a town or locality. Kibby & Co. invite every one during convention week to call at their ware-rooms and receive a reading free of charge.

STEVENS' MEXICAN TRIP.

Has Interesting Chat With the World Regarding Conditions in the Land of the Montezumas.

Visitors to the neighboring republic of Mexico return to the United States enthusiastic over almost everything they see and hear while in that country of alleged romance and great business possibilities. Walter Stevens, manager of the National Phonograph Co.'s foreign department is no exception. He started on the trip April 22, going via Chicago and St. Louis, and reported for duty at the New York offices June 3, looking as if he had a most enjoyable journey, from which substantial results will follow. When The World asked Mr. Stevens what his opinion was of talking machine affairs in Mexico, he said:

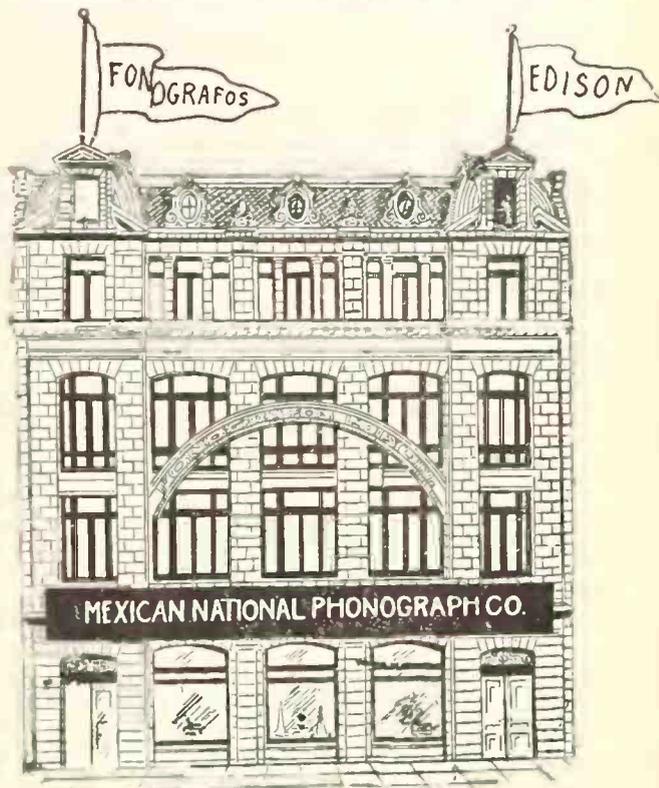
"Most of the time while away I spent in the City of Mexico, making side trips, the most important of which was to Vera Cruz, a seaport of importance on the Gulf of Mexico, and where my special object was to study the customs regulations.

"The headquarters of the Edison business in the republic is the Mexican National Phonograph Co., City of Mexico, D. F., that has been established two years. Rafael Cabanas is the resident manager, and a most capable man he is from every point of view. He is a thorough talking machine man, having been an assistant in this office a couple of years before assuming the management of the Mexican Co., which is a distinct and separate organization, like all our foreign houses, from the parent company here. Senor Cabanas is as much an American as a Mexican, and was educated in the States, though he has always claimed Mexico as his home. He speaks English fluently, and has more the appearance of a New Yorker than a Mexican.

"All the Edison Mexican business goes through his hands. Jobbers and dealers are established in the same manner as with us, the jobbers carrying stocks and supplying the retail trade. Should I receive an inquiry from Mexico about the Edison line I should forward it at once to the Mexican National Phonograph Co., as the National Co. does not sell direct to the Mexican trade at large. The sale of Edison phonographs and records in the republic is very large, and the demand is simply tremendous. In saying this I do not mean to decry the business that the other talking machine companies are handling, and

which is also expanding. In fact, I believe Mexico is one of the coming countries of the world for the talking machine.

"Musically, Mexico is a critical country, and the people are unmerciful in their criticisms. Many of the band and orchestra leaders are composers. Passionately fond of music, the best and highest grade of records is none too good, and therefore the Edison grand opera records are in great demand. English records, of course, do not sell, excepting to the Americans, of which there is a large colony, and



EDISON HEADQUARTERS IN MEXICO.

they buy liberally. The National Phonograph Co. now have a corps of recording experts in Mexico, taking a large number of special Mexican records—bands, orchestras, vocals, recitations, etc. The company's Mexican list includes 300 selections, which will be increased to 500 when the new ones now in hand are added.

The demand is for the better grade of machines, and so-called cheap goods have no footing whatever. Since the launching of the Mexican National Phonograph Co. they have done a splendid business, and the increase has been phenomenal, so much so that Senor Cabanas has been unable to visit the States, as he ardently desires; cannot spare the time. Yes, this was my first trip, and I hope to make others as the necessity arises, to keep in touch with things across the southern border.

"General business conditions are very favorable for all lines, and a great deal of American capital is being invested in various enterprises. One, however, must have a thorough knowledge of Spanish and English in order to successfully carry on business; that is, handling goods of American manufacture. Mexico is a very old country, as you know, and the people have conventional forms and laws hundreds of years old

IT'S ALL IN THE BALL

PAT. PENDING

"TIZ-IT"

THE NEW ALL METAL HORN CONNECTION

THE MISSING LINK BETWEEN THE HORN AND MACHINE

RETAILS AT 50 CENTS

NEW MODEL HAS TAPERED BENT TUBE THAT FITS ALL HORNS

Can be used on all Edison Phonographs and new style cylinder Graphophones.

IMPROVES ANY MACHINE 100 PER CENT.

Send for Descriptive Circulars and Discounts to the Trade

SPECIAL INTRODUCTORY OFFER TO DEALERS - Write for it To-Day

KREILING & COMPANY

INVENTORS AND SOLE MANUFACTURERS

855 North 40th Ave., CHICAGO, ILL., U. S. A.

"Do You Want What You Want When You Want It?"

Of course you do, but it's Dollars to Doughnuts you're not getting it

MR. DEALER: We are Jobbers Exclusively
a distinction we wish to emphasize.

Your orders have our first and only consideration. Consequently we can give them better attention than if our interests were divided. *Note these few points:* Orders filled same day received. Goods absolutely new (no retail department stock to send you). Every Victor record placed in an envelope when received from the factory. Our enormous stock and shipping facilities enable us to give you the best possible service. If you are not getting perfect satisfaction

TRY US ON

Edison Phonographs and Records
Horns, Cranes, Supplies

Victor Talking Machines and Records
Herzog Cabinets

THE ECLIPSE MUSICAL CO., Exclusive Distributors

1870 EAST 9th ST. (Erie Street)
Near Euclid CLEVELAND, O.

100,000 RECORDS ALWAYS IN STOCK

JOBBER

EDISON

PHONOGRAPHS
RECORDS, ETC.

GENERAL SUPPLIES
FOR
CYLINDER MACHINES

Douglas Phonograph Company

MANUFACTURERS "PERFECTION" SUPPLIES, ETC.

RETAIL—WHOLESALE—EXPORT

Salesroom, 89 Chambers Street

Cable Address, Doughphone, N. Y.

New York

Largest Exclusive Talking Machine Jobbers in the World.

DISTRIBUTORS

VICTOR

TALKING MACHINES
RECORDS, ETC.

GENERAL SUPPLIES
FOR
DISC MACHINES

We have just completed taking our

SPRING INVENTORY

To Dealers that can call at our Salesroom

89 CHAMBERS STREET, NEW YORK CITY

We can offer some very attractive
bargains in Disc and Cylinder
Record Cabinets, Horns, Carrying
Cases, etc., etc. :: :: :: :: ::

*All new, fresh goods, but of types and designs that
we have decided to discontinue.*

Also some slightly damaged goods
at your own price. :: :: :: ::

that are hard to get away from. In brief, they must be observed and respected if you expect to make any headway.

"One great disadvantage is the inability to obtain sufficient help. This throws a lot of detail work on the shoulders of the principal that is wearing and burdensome. The climate of the City of Mexico is delightful—bracing and invigorating—being seven or eight thousand feet up in the mountains above sea level. The display of wealth is noticeable, the streets are crowded with automobiles, carriages and other fashionable vehicles, even more so than in New York. The principal street is Calle San Francisco, the Broadway of the capital. Stores are seldom for rent, and should one become vacant many applicants are on hand, and the hustler captures the prize at an exorbitant figure."

COMMERCIAL GRAPHOPHONE NEWS.

In the commercial department of the Columbia Phonograph Co., General, under the capable and progressive management of J. W. Binder, they are beginning to see daylight. That is to say, the factory is catching up on orders for the commercial graphophone, heretofore behind from 600 to 1,000 machines. The month of May eclipsed all previous records on sales. To render the work of the department more effective the selling force has been augmented by Mr. Binder, as follows:

C. H. Smith, formerly connected with the commercial system of the National Phonograph Co.,

BARGAIN IN FOREIGN RECORDS.

For sale at a bargain several thousand Italian, Hebrew, Spanish and Hawaiian ten-inch disc records. Address "Foreign Records," care Talking Machine World, 195 Wabash Avenue, Chicago.

TALKING MACHINE REPAIRER WANTED.

WANTED—An experienced talking machine repairer by a large Western jobber. None but a thoroughly competent man need apply. References required. Address, "Ability," Talking Machine World, 1 Madison Avenue, New York.

WHOLESALE MANAGER WANTS POSITION.

Man of long experience both as traveler for talking machine manufacturers and in charge of wholesale and retail department for large Chicago house, desires managerial position where ability and experience will be recognized. Does not object to traveling part of time. Highest references. Address, O. K., care Chicago Office Talking Machine World, 195 Wabash Avenue. Chicago.

RARE OPPORTUNITY OFFERED.

An opportunity is offered a good talking machine man to secure an interest and the management of an old established firm of Edison jobbers located in one of the largest Southern cities. The firm has a profitable business and its dealers pay promptly. Amount of capital required about \$5,000 and the position will pay a salary of \$100 per month. For further particulars address, Mgr. Talking Machine Dept., 314 Jefferson Street, Louisville, Ky.

VICTOR SALESMEN WANTED.

Large Eastern jobber can place several A1 business getters of good appearance and address. Only those capable of taking charge and showing results in sales need apply. State age, experience, reference, and salary wanted. Address, "Hustler," The Talking Machine World, 1 Madison Avenue, New York.

Chance to Sell Records

WANTED—Columbia, Edison and Victor Records in quantity at low prices. Address Box XX The Talking Machine World.

commencing with June 1, has taken the uptown New York territory. This runs on the east side of Broadway, from Canal street up.

In Cincinnati, O., Charles H. Johnson, formerly with the Remington Typewriter Co., will have full charge of the commercial department, dating from June 15.

The Seattle, Wash., office will be under the management of George S. Murray, recently principal of the State Normal School at Emporia, Kan. His appointment went into effect on the 1st.

On June 15 John Magner, an old talking machine man, and lately assistant manager of the Columbia store under F. E. Winchell in Boston, Mass., goes to St. Louis to assume the management of the commercial end of the house.

NEW JERSEY DEALERS ORGANIZE.

Fourteen talking machine dealers of Jersey City, Hoboken, and other towns in North Jersey recently formed the Hudson County Talking Machine Dealers' Protective Association, with R. C. Woerner, of 162 First street, Hoboken, president, and H. Jaffee, of 122 Washington street, secretary. The aim of the association is to promote the general welfare of the business and regulate injurious competition. The members complain against the establishing of additional dealers in crowded fields. The instance is cited where three furniture houses in Hoboken took on talking machines, the initial stock in each case being three machines and 250 records. The matter is to be brought to the attention of the leading manufacturers.

Those belonging to the association, club together in buying their talker sundries, and thereby get the lowest discounts.

The members all took a day off June 12, and visited the immense plant of the National Phonograph Co. at Orange, N. J., where they were taken in charge by representatives of the company and given an insight into the wonders of phonograph building. They were extended every courtesy while in Orange.

VITAK CO. WORTH WATCHING.

The Vitak Co., 180 Lafayette street, New York City, promises to have something on the market very soon that will revolutionize the moving picture machine. At this writing they did not care to give out any details, but in view of their past accomplishments their future moves will be well worth watching.

DOUGLAS CO.'S NEWARK QUARTERS.

The Douglas Phonograph Co., New York, have leased a building at New and Halsey streets, Newark, N. J., to which they will remove their branch house from 20 New street, about July 1. The premises are to be remodeled, larger plate glass windows added and a new ceiling and fixtures put in, the alterations costing in the neighborhood of \$6,000. The company's business has increased at a rapid rate in that hustling city. A new manager will also take hold at the new place.

A NEW RAPKE LABEL.

A Victor disc record label has been devised by the Victor H. Rapke Co., New York; in fact, is now ready for delivery. The title, number and artist's name are displayed in clear, bold type, and the label is destined to become as well known and indispensable as the Rapke label for the Edison cylinder records. The Rapke collapsible cylinder record tray for two, three and four records is also another of the company's latest winners.

JAMES LANDAY DUE JULY 1.

James Landay, of Landay Bros., New York, who has been in Europe since April 24, is expected about July 1, and Max says he will bring back with him a few things of import to the trade. Last week the firm sold a complete Victor outfit, with mahogany horn, to Mrs. W. B. Leeds, one of New York's leading society ladies, who ordered it shipped to her summer home at Newport, R. I. The Victor No. 6, equipped with a mahogany horn, makes a fine appearance. It also comes in oak.

The Syracuse Wire Works, in their advertisement elsewhere, call attention to a somewhat new departure of rack, using as it does the envelopes for carrying the records. The rack is the No. 2A, and contains a light board beneath each opening to hold up the envelope and prevent same from buckling, acting as a shelf. The advance in the cost of this board in connection with the disc racks, is comparatively slight. This can be used on all their disc racks, regardless whether they are stock sizes or specials, the extra cost being merely nominal.

An effort will be made to organize the talking machine dealers in Greater New York. Max Mandel, proprietor of the Guarantee Phonograph Co., 283 Washington street, Brooklyn, N. Y., is taking the initiative, and would be pleased to hear from the trade on the matter.

Prompt Shipments a Specialty

I have the largest and most complete line of Talking Machines and Supplies in Western New York—location near the Union Depot—and can ship orders shortly after they are received.

Edison Victor Columbia

A large stock always on hand. Machines, Horns and Supplies. Complete list of foreign records in all the leading lines.

I can save you time in quick filling of orders.

W. D. ANDREWS

Seneca Street, Corner Wells

Opposite Hotel Broezel

BUFFALO

N. Y.

Every Columbia Re



No owner of a "talking machine" would be more than taking the first thing offered by an ordinary-process disc or cylinder dealer. Let that sink in, for it is

And if the reason isn't clear, it is decided on the strength of some

It's the re-orders that count. The *first* sale is up to you, but it is very largely up to the goods that

There's no imagination as to the Graphophone and the various tests of your judgment as an expert. It is twice; for, as a perfect piece of machinery, the Graphophone is beyond comparison. It has passed the same kind of a test and won the Grand Prix at the Paris Exposition in 1904, the Milan Exposition in 1906, and the St. Louis Exposition in 1904.

COLUMBIA PHONOGRAPH CO., GEORGETOWN, N. C.

Stores in all Principal Cities.

That's Where You

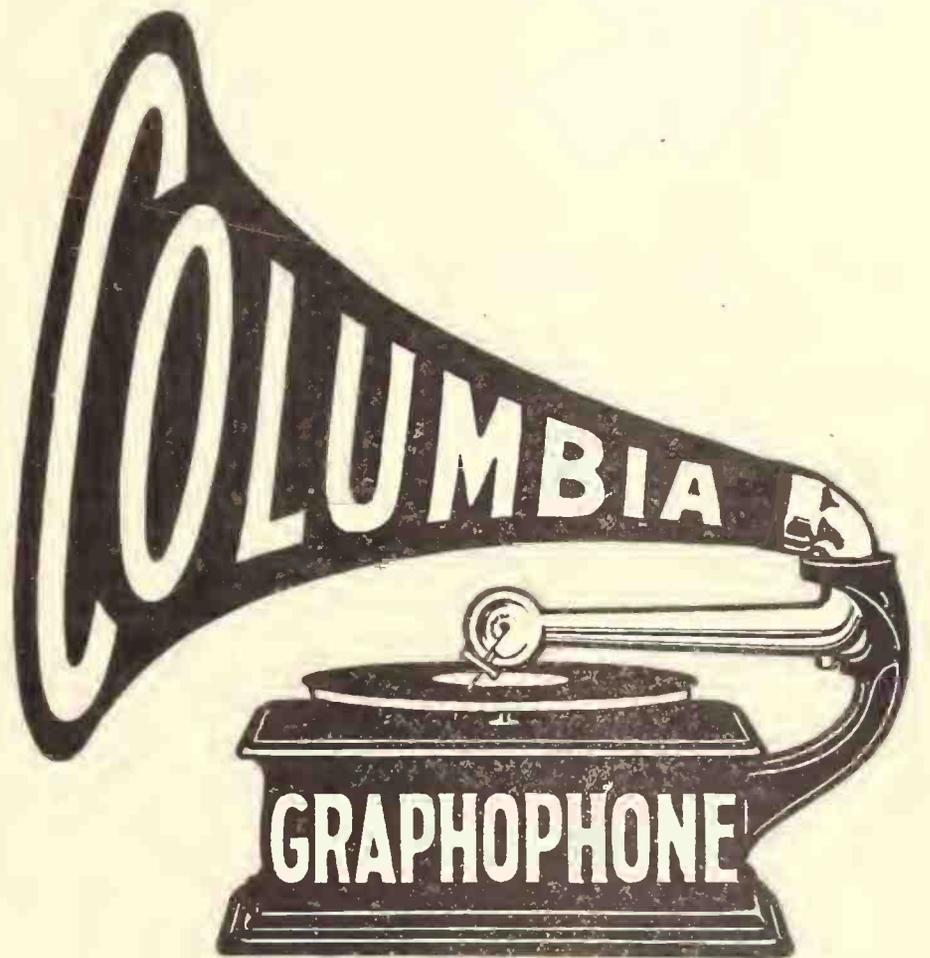
Record Sells Another

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later-on sales, the *re-orders*, it's
elves to produce those.

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nd you won't need to think
f mechanism the Columbia
on. Give Columbia Records
never have to argue with you
ue to secure the award of the
n in 1900, the Grand Prize at
he Double Grand Prize at the



, Tribune Building, New York

wanted wherever we are not now represented

Profit Comes In

ANDREWS BUYS OUT LOUD

And Now Has Big Jobbing Stock in Buffalo.

(Special to The Talking Machine World.)

Buffalo, N. Y., June 12, 1907.

W. D. Andrews, of Syracuse, N. Y., president of the Eastern Talking Machine Jobbers' Association, who has made a great success of the talking machine business throughout Central and Northern New York, opened a jobbing house in Buffalo, N. Y., on September 1, 1906, under the management of his brother, C. N. Andrews. They have just purchased from Robert L. Loud, the Victor jobbing part of his business, which makes Mr. Andrews the only Victor jobber in Western New York.

The store is situated corner Seneca and Wells streets, opposite the Hotel Broezel, and convenient for out of town dealers, who are always welcome to make it their headquarters while in town. Mr. Andrews caters exclusively to the wholesale trade. He carries a complete stock in Edison, Victor and Columbia lines and gives his patrons the best of service.

INTERESTING LETTER FROM WM. WINTER

William Winter, the veteran dramatic critic of the Tribune, was recently made the recipient of a Columbia graphophone and an assortment of disc records, among which were two by the late Joseph Jefferson. Mr. Winter's letter of acknowledgment, addressed to Mr. Phillips, of the Columbia Phonograph Co., is as follows:

17 Third Ave. New Brighton
State Isl. N. Y. June 30, 1907

Dear Mr. Phillips I have been ill for several days & unable to write, but I have been improved to-day & I seize the first moment of comparative peace to thank you for your very kind and generous remembrance of me. The beautiful gift that you have sent me has overwhelmed me in a double way—first with astonishment that such kindness should be manifested toward me, and next with wonder at the thing itself. I have hitherto avoided the phonograph, but there is a delicacy about the performance of this instrument that has captivated my fancy and given me much pleasure. My son and his wife (whom you will remember as Elsie Leslie) have conducted several concerts with it for my entertainment and I am sure you will be pleased to know that the music has cheered and delighted me. The records of Mr. Bispham's voice are marvelous. My son (who acted with Joe Jefferson for several seasons—as Elsie also did) was greatly affected by hearing Joe's voice and for my part I was startled. There is something almost uncanny about it—as the Scotch say. I thank you, again and again. I am an old man now and most of my friends are gone—and kindness touches me deeply. I hope I may be honored with an opportunity of expressing to you, personally, my grateful thanks of your gracious courtesy. Faithfully yours,
WILLIAM WINTER.]

New Brighton, Staten Island, May 31, 1907.

[Dear Mr. Phillips: I have been ill for several days and unable to write, nor am I much improved to-day, but I seize the first moment of comparative peace to thank you for your very kind and generous remem-

brance of me. The beautiful gift that you have sent me has overwhelmed me in a double way—first with astonishment that such kindness should be manifested toward me, and next with wonder at the thing itself. I have hitherto avoided the phonograph, but there is a delicacy about the performance of this instrument that has captivated my fancy and given me much pleasure. My son and his wife (whom you will remember as Elsie Leslie) have conducted several concerts with it for my entertainment and I am sure you will be pleased to know that the music has cheered and delighted me. The records of Mr. Bispham's voice are marvelous. My son (who acted with Joe Jefferson for several seasons—as Elsie also did) was greatly affected by hearing Joe's voice and for my part I was startled. There is something almost uncanny about it—as the Scotch say. I thank you, again and again. I am an old man now and most of my friends are gone—and kindness touches me deeply. I hope I may be honored with an opportunity of expressing to you, personally, my grateful thanks of your gracious courtesy. Faithfully yours,
WILLIAM WINTER.]

RECENT LEGAL DECISIONS.

The American Graphophone Co. Denied Injunction Against the Leeds & Catlin Co.—They Were, However, Granted Preliminary Injunction Against International Record Co.

The second motion for a preliminary injunction in the case of the American Graphophone Co. against the Leeds & Catlin Co., New York, argued before Judge Lacombe, United States Circuit Court, Southern District of New York, April 24, was again denied. The decision was handed down June 11, the complainants petitioning for an enjoining order against the alleged employment by the defendants of the Jones patent process of duplicating disc records. The motion was denied without leave to renew. The suit now goes to a hearing on the merits before the same court.

On the same day, Judge Lacombe granted a preliminary injunction in the case of the American Graphophone Co. against the International Record Co., Auburn, N. Y., that was argued at the same time. The court, in his decision, said: "The infringement seems to be quite satisfactorily made out." This case will also take the same course as the one mentioned above.

SUIT BROUGHT IN MEXICO

Against the S. Espinosa Co. by Certain Composers for Selling Records of Their Compositions—Will Act as Columbia Jobbers.

On June 5 the arrangement of the Columbia Phonograph Co., General, with the S. Espinosa Phonograph Co., City of Mexico, whereby the latter were the exclusive agents for the Columbia products in the Republic, was terminated. They will, however, continue as jobbers.

Monday's mail to Mr. Burns brought the news that recently a suit was instituted against the S. Espinosa Phonograph Co., by Mexican composers and music publishers for selling records of their compositions. As Mexico has no copyright statute, the common law rights of the alleged owners of the music have been invoked, it is thought, pretty much along the lines of the litigation undertaken by the John Church Co.

years ago against the Columbia Co., the latter coming off victorious. Mr. Burns is inclined to the opinion that with the hazy precedents of Spanish adjudication the complainants will find it difficult to establish a case.

SECURE MORE ROOM.

The Victor Distributing & Export Co. Lease Extra Loft for Storage of Stock.

Replying to an inquiry respecting the situation and the outlook for the business of his company, J. T. Williams, general manager of the Victor Distributing and Export Co., 77 Chambers street, New York, said to The World recently: "We have taken an extra loft in the neighborhood for the storage of stock, which is now reaching us from the factory in better quantity than for some time. We could use still more, but suppose we must be satisfied with what we can get. Our new warehouse is not as commodious as we would like, but room on Chambers street is scarce. The local trade is rather unsatisfactory, it fluctuates; but out of the city it is good."

THE "WORLD" IN MEXICO.

"Usually I do not throw bouquets," said Walter Stevens, manager of the National Phonograph Co.'s export department, "but when I was in Mexico I heard the Talking Machine World so warmly praised that it is no more than right that The World should hear the story. In Torreon, Coah., is one of the most enthusiastic phonograph men you ever met in your life—hustling jobbers 'de los fonografos Edison.' They are in the drug business—the Warner Drug Co. is their name. They have a mezzanine floor in the store, where the Edison stock is exploited. A machiue is kept going constantly—not missing a minute from the opening to the close of the day. A mau stands in front, decked out in a uniform, handing printed matter—a great variety from day to day—to passers-by, all relating to talking machines.

"One of the partners is a physician, and Mr. Warner is the enthusiast, and the doctor told me that any one coming in to have a prescription filled would be approached on the phonograph proposition by Mr. Warner before leaving. His assistant is a good second, and when the Talking Machiue World arrives they both go through it page by page, from cover to cover, never missing a line. Then they pass the paper along to the clerks, so that each in turn can get posted on the latest discoveries and the newest developments in machines, records, supplies and general requisites. I picked up The World to look it over, and Mr. Waruer at once remarked "That is a great paper, the best ever, and we read it not only with pleasure but profit as well. It cannot be beat; the paper keeps us in close touch." Then, as he concluded his narrative. Mr. Stevens picked up the May issue lying on his desk, and as he turned the pages, he remarked, "The World is certainly a great paper."

ANOTHER PROOF OF SYRACUSE WIRE RECORD RACK SUPREMACY



This illustration shows our new method of protecting Disc Records from dust and dirt, enabling you to file the records in the rack in envelope covering. This rack is the same as our No. 2 A with the addition of the envelope system.

As shown in view, a small additional outlay for wood shelving and the envelope covering insure the records cleanliness and safety. The top row is for 8 and 10 inch records; the bottom row accommodates 10 and 12 inch records. The shelving, at merely nominal cost, can be attached to all sizes of our Disc Record Racks.

If you have our Catalog compare this Rack with our 2 A Rack. If you have no Catalog write for one and for further information.

SYRACUSE WIRE WORKS Foremost Makers of WIRE RECORD RACKS SYRACUSE, N. Y.



INDESTRUCTIBLE—That is the name by which our records are designated.

You can't destroy them through ordinary use.

They are absolutely unbreakable, and they never become scratchy or unmusical.

We give up no space to announcements, and we give twenty-five per cent. more music than any other.

The music is of the highest grade.

You will neglect your business interests if you fail to investigate the **INDESTRUCTIBLE** records.

They can be sent by mail without breaking, and your complaints about cracked records will end.

Our catalogue will be ready in August, and our price will be thirty-five cents per record, with usual discount to jobbers and dealers.

Our manufacturing facilities are unsurpassed.

Our monthly bulletin will contain only the best and latest music.

Every statement which we make we are in position to prove to the satisfaction of every talking machine man in this country.

The Indestructible Phonograph Record Co.

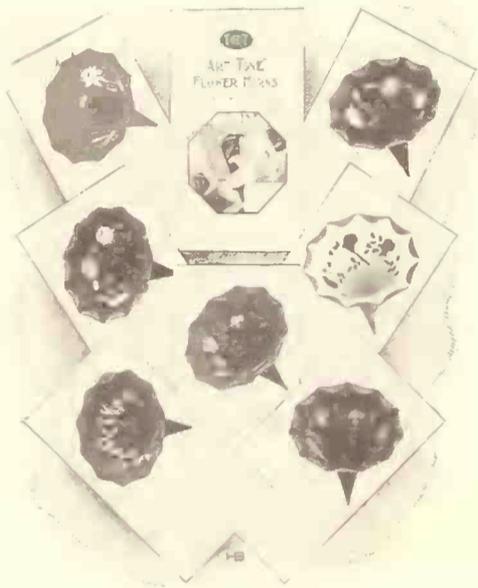
226 HAMILTON ST., ALBANY, N. Y.



"ART TONE" FLORAL HORNS.

A Line of Decorated Horns Which Will Appeal to a Critical Trade—Clever Descriptive Brochure in Colors Just Issued.

There is an unmistakable demand existing in every part of the country for a better grade of horns. This call is insistent and especially accentuated in decorated horns, and those concerns who have catered to customers along this line have been well pleased with the results. The Tea Tray Co., of Newark, N. J., pioneers in the talking machine accessory trade, after elaborate and expensive tests, have brought out a line of horns which they have very appropriately designated "Art Tone" floral horns. The dignity and beauty of these horns appeal at once to the best



class of trade. "Art Tone" horns are constructed of the finest materials that can be procured for the purpose intended. They are put together by experts and are fashioned carefully and expertly into a shape that is at once strikingly handsome and graceful. They are then carefully tested for soundness and strength, after which they are

ready for the art department. Here is where "Art Tone" Floral Horns receive the greatest attention. They are hand-painted in a series of superb floral designs by a corps of expert artists. There are no transfers or decalcomanias used in any part or portion of the decoration. It has been estimated by the makers that it requires over five hundred touches of the artist's brush to bring one of these "Art Tone" Horns up to the maker's ideal. Here, again, the manufacturers show great concern. They are not satisfied that the "Art Tone" Horn should merely look well, but they make absolutely sure that they will wear well. These horns, after being decorated, have their colors "baked on" by a special process that makes the finish almost indestructible.

It is gratifying to the manufacturers to know that this new product has met with such strong indorsement from the trade. Scores of congratulatory letters have been received praising their work and expressing the opinion that "Art Tone" horns are bound to appeal to the most exacting class of buyers. The Tea Tray Co. have just issued in connection with this "Art Tone" product a new brochure which is charmingly illustrated in four colors and will be sent to any address free for the asking. The little illustration shown herewith is a reproduction of the cover, which is also printed in colors. The booklet is a very pleasing contribution to talking machine trade literature.

DENHAM CO.'S EXCHANGE PROPOSITION.

With the object of taking off the market all old and antiquated models of the small imported machines generally known as Lyra phonographs, the Denham Co. have made to the trade an offer which will undoubtedly induce a very large number of phonograph dealers to exchange old stock for new. The Denham Co. offer to accept from June 15 to July 31, inclusive, Lyra phonographs of any style and any make, no matter how old or out of date, in exchange for the company's latest model (known as the No. 6 model), on the same "5-to-1" basis, on which one of the leading manu-

facturers of records accept old records in exchange for new. Five of the new and up-to-date No. 6 models will be supplied at the price of four to every dealer who has sent into the Denham Co. a Lyra phonograph of any description. One hundred old Lyra phonographs pays for 100 brand-new ones, provided, of course, that 400 of the brand-new ones are ordered in addition at the time the hundred old machines are sent in. The price of the Denham Lyra, which was recently materially reduced, is not affected by this exchange proposition.

It is expected that the trade will avail themselves of this opportunity of getting rid of old stock without loss. On the other hand, the Denham Co. feel that this move will result in making the Lyra more popular than ever. There is no denying that when the Lyra phonograph business was in its infancy very large numbers of poorly constructed machines were put on the market, and that this has acted as a hindrance, with some dealers, to placing orders for the new and improved Denham machines.

The Denham Co. say that the more of the "old junk" that they can get off the market between now and the end of July the better pleased they will be, for it will mean a greatly increased market for the fall trade, which will make for the expense involved in accepting old machines in payment for new at present. "If we can persuade the trade to handle Denham No. 6 Lyras exclusively," said Mr. Denham the other day, "it will be a good long time before we will feel called upon to renew our exchange proposition."

The Pathe Freres Co. was incorporated in New Jersey this week with a capital of \$1,000,000, for the purpose of doing a storage business.

E. D. Easton, president of the American Graphophone Co., accompanied by his family, left for Europe June 12.

W. P. Thompson, representing Pathe Freres, of London, passed through New York on Wednesday on his way to Canada on a business trip for his house.

Mr. Talking Machine Dealer

If you are located in New England—

We Can Save You Money.

Our facilities permit us to ship goods on first Express after order is received. We **wholesale exclusively**—consequently everything is shipped in original packages as received from the factory—no played-out records, no second-hand machines.

We manufacture a number of talking machine accessories among which are our famous Tray Outfits. (If you are not using this system for carrying records in stock it will pay you to write us.)

The Lynn Record Cases and Peg Boxes are another of our products.

We also manufacture the Wentworth and No. 10 Horn Stands.

Special Lines and Special Prices on Flower Horns.

==== We solicit a trial order. ====

Boston Cycle & Sundry Co.,

J. M. Linscott, Manager

48 Hanover Street, Boston, Mass.

GOOD REPORTS FROM CINCINNATI.

Chat With Mr. Dittrich of the Wurlitzer Co.—Columbia Report—Van Co. Doing Well—Co-operation Necessary—Groene Co.'s Large Line—Device to Frighten Burglars—Ilsen & Co. in New Quarters—Smith & Nixon and the Reginaphone—McGreal's New Store.

(Special to The Talking Machine World.)

Cincinnati, O., June 9, 1907.

Cincinnati, as an entirety, has had an exceptionally good month in everything pertaining to talking machines and accompanying lines. Almost without exception every house in the city reports record-breaking business during the month just closed, and can see nothing to prevent its continuing, with further increase. All of which is very gratifying.

Mr. Dittrich, of the Rudolph Wurlitzer Co., was extremely enthusiastic, and declared that May, 1907, was the greatest month they ever had, except, of course, last December with the holiday demands, which naturally gives that month first place. "For example," he says, "the sales of the 'Victrola' are enormous, the supply entirely inadequate, and the demand is such that it is impossible to retain even a sample a great part of the time. The concerts given by Wurlitzers in Steinway Hall, on the Victor Auxetophone, are popular and effective. The Victor exchange proposition has proved its merits and has been a great stimulant to trade.

The Columbia Phonograph Co. report a rushing business, every department showing a wonderful increase over the business of last year. The retail and commercial business has outgrown present quarters, and plans are being perfected to take care of the great demand for Columbia goods at this store. The best goods, the best service, and courteous attention to every wish of the trade, does the trick.

The Van Phonograph Co., incorporated, and conducted by J. Salm—of the Salm Talking Machine Co., 639 Vine street—has launched out into a very prosperous business at 1225 Vine street.

The territory heretofore has seemed to have few inducements to offer this line of trade, but the very gratifying results of the initial four weeks of this concern show conclusively that as much depends upon persistent business push as upon location. The machines handled are the Edison, Victor and Zonophone. If the present is an earnest of the future to any extent, the success of the new concern is assured.

The persistency and comparative ease with which some characters take unfair advantage of credit concerns, to the detriment of dealers and patrons alike, calls for some concerted action on the part of talking machine dealers to prevent persons with neither desire nor ability to meet their payments from working their game upon more than one dealer. Replevin suits are expensive and undesirable, while the experience serves only the one dealer involved. Co-operation on the part of credit dealers would stop the practice.

The Groene Music Publishing Co., at Race and the Arcade, are doing a fine and constantly increasing business in Edison, Victor and Zonophone machines and records, of which they carry a complete stock in seven lines. Mr. Groene is justly proud of this department of their business, and expresses his belief that the improvements recently made in the leading machines, the "degree of perfection" to which the record has been brought, insure a consideration by the public of the importance of the talking machine never dreamed of by its best friends a few years ago. Mr. Groene related an incident to the point: A musical friend who was impatiently awaiting the appearance of Caruso, the famous tenor, at Music Hall, decided to familiarize himself as much as possible with the wonders of that voice. He obtained the records of everything "Caruso," and finally went to hear the singer. His disappointment was genuine, and he assured Mr. Groene the next morning that the talker had left no worlds for the original to conquer. In fact, he'd rather hear the talking machine, whose records are made under the most favorable conditions, than to listen to the original, surrounded

by the uncertain and often disagreeable accompaniments of a crowded auditorium.

It is not generally known, for obvious reasons, but one of our prosperous downtown merchants, residing in the East End, who has an abnormal antipathy for burglars, has arranged a device to thwart any designs they might have on him or his, which, so far as he is concerned, is original. In addition to the regulation electric connections with doors and windows, and an automatic station house call, he has arranged a talking machine of abnormal sound-making capacity in an appropriate spot on the first floor. Upon the slightest provocation on the part of a trespasser the said meddler's ears will be assailed, from some uncanny source, by something along these lines: "No!" (in an angry man's voice) "I will not shoot 'im in the foot; I'll shoot to kill, and I can do it." In a woman's loud but steady treble: "But think of his wife and—little ones." "He can thank nobody but himself—he ought to be home with 'em." Whereupon the burglar is supposed to take at one time a tumble and his departure. The thing will "work," no doubt; in fact, it has; for on one occasion when he was detained down town "on business," and had 'phoned his wife not to look for him, the possibly confused condition that prompted him to go home later resulted in numerous shocks to his jaded nerves and explanations hard to make to an over-inquisitive neighborhood and a patrol crew devoid of all sentiment or sympathy. Our genius confided this much for the benefit of those who would enlarge the talking machine's sphere of usefulness, that the record for this purpose was by himself and wife, immediately after she had gotten a new hat and he had received the bill for it. He says that the tones of such records of any man's voice will surprise that man when he hears it again, under certain uncertain conditions.

After thirty years in their former location, 25-27 W. Sixth street, Ilsen & Co. are now located in their new quarters at 615 Vine street, which they feel has numerous advantages over the old place, among them being greatly added wall

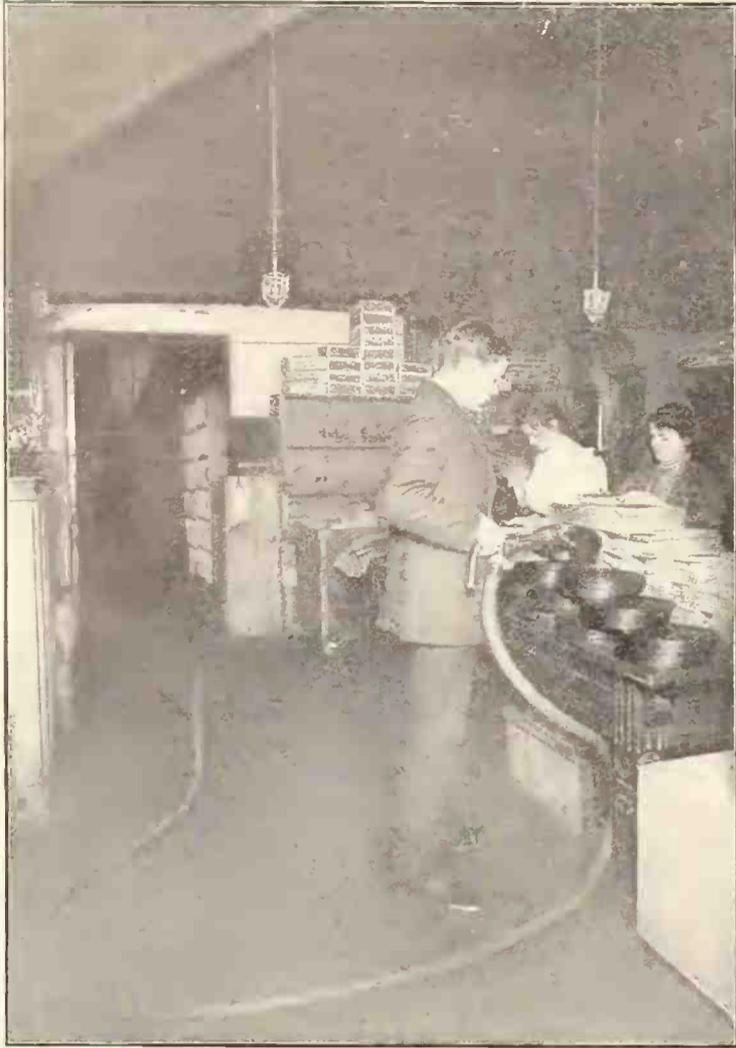
Central States Edison Dealers

I AM ready to look after your Phonograph needs from my Cincinnati wholesale place. My stock from beginning to end is new and fresh and my aim shall be to give dealers not only good service, but aid them in every way to make money with the line by giving them every assistance possible, and ten years' experience, first as road salesman for the National Phonograph Co., and four years of jobbing Edison goods exclusively in Milwaukee, should fit me for the successful work of middleman.

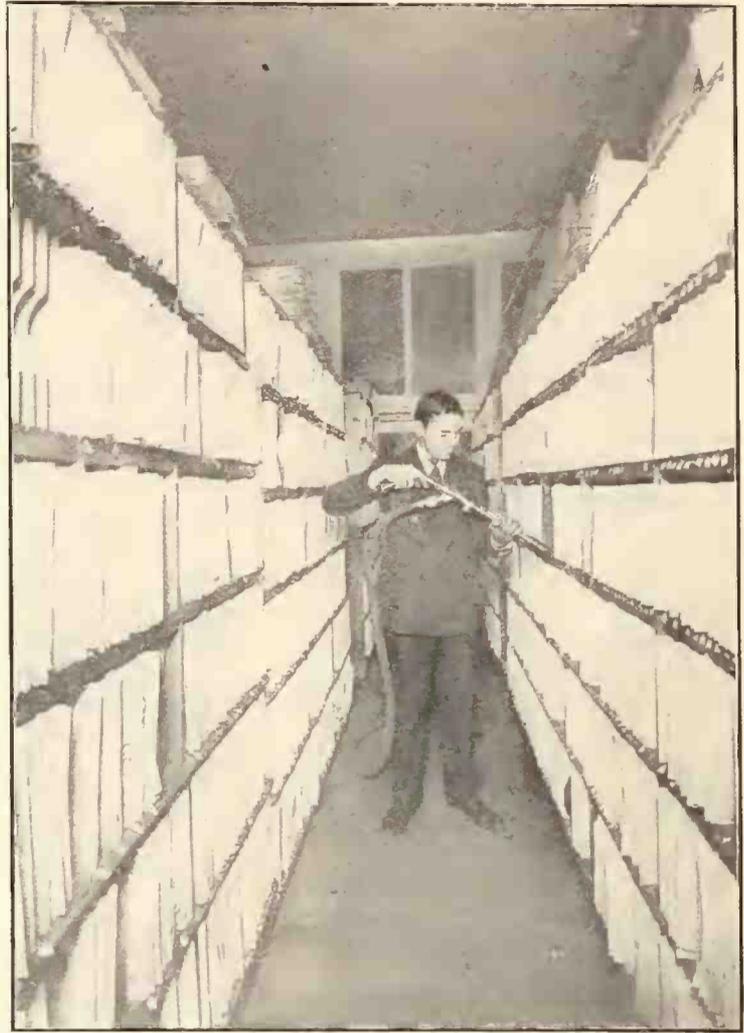
*I MOST RESPECTFULLY SOLICIT YOUR VALUED
PATRONAGE :: WRITE FOR CONTRACTS*

LAWRENCE MCGREAL, Cincinnati, Ohio

29 East 5th Street



Removing Grit with Pneumatic Brush.



Daily Cleaning of Shelves.

VITAL IMPORTANCE



Do you know that the GRIT, which gathers in a Record groove chokes the reproduction, eliminates the finer notes entirely, shortens the life of the record by one-half, cuts your profit by damaging your stock and losing Machine Sales ?

Pneumatically Cleaned Records in Envelopes

Our entire stock is cleaned by subjecting the surface of each Record to the action of a Pneumatic Brush, which has a suction power of twenty-five (25) pounds, cleaning out the minute grooves, which no cloth can reach. After being cleaned the Record is placed in an envelope and reaches the Dealer in perfect condition.

WE STAND IN A CLASS BY OURSELVES. THE ONLY JOBBERS IN THE UNITED STATES WITH PNEUMATIC CLEANING APPARATUS

When you consider the immense value that clean, bright salable stock has, when compared with the damaged article—ordinarily carried by Distributors, and the complete shipments that we make, you will feel that you are getting 50% more for your money than when you buy from other sources.

It will pay you to buy from us, no matter where you are located. Send us your orders for Machines and Records.

Our Stock of Victor, Edison and Zonophone Machines and Records is the Largest in the West

THE RUDOLPH WURLITZER CO.

CINCINNATI

CHICAGO

space, so necessary for the accommodation of the large stocks of records and music which they carry.

The Smith & Nixon Piano Co., 10-12 East Fourth street, are handling the Reginaphone in a manner characteristic of the house, resulting in great difficulty in keeping the available supply in excess of the demand for these machines.

Lawrence McGreal, formerly member of the firm of McGreal Bros., of Milwaukee, and present sole proprietor, has opened an exclusive phonograph store at 29 East Fifth street, this city. A jobber of the Edison, he will retail the Edison and Victor machines with a complete line of records for each. "The goods," practical experience, business sagacity, and the judicious use of printers' ink, are the combination employed to win.

NEWARK TINWARE AND METAL WORKS.

A number of new designs of flower horns have been brought out during the past six months by the Newark Tinware & Metal Works, Newark, N. J., but their latest, the wood-finish sheet-metal horn, has won especial praise for its many excellent qualities of design, finish and acoustic worth. It is gotten up in oak and mahogany finish in different shades to match cabinets of talking machines. It is needless to say that horns of this kind do much to lend an harmonious effect to the talker, and make it a more æsthetic proposition. They are very proud of the prominent jobbers who handle their line, and always make it a point to make shipments promptly. They cordially invite visitors to New York to run over to their works.

To repeated requests that he make some records of his voice to be preserved by his admirers Thos. A. Edison has always turned a deaf ear. It is to be hoped that he will change his mind before long, so that the whole world may hear through the medium of the talking machine, the voice of the man who played such an important role in its creation.

NEWS FROM ALL POINTS OF THE COMPASS.

That tremendous sign at the junction of Broadway and Fifth avenue, New York, running the full width of the building on the roof, and ten or fifteen feet high, with "It Looks Good to Me—Edison Phonograph," and a reproduction of the listening old man and woman bent over the horn, is one of the most striking objects in that conspicuous neighborhood. Coming up Broadway no one can escape the bold lettering or the significance of its meaning.

Tom Murray, an attache of the Columbia Phonograph Co.'s traveling force in the wholesale department, with territory stretching from Cincinnati, O., to Bangor, Me., dropped into the New York headquarters early in the month. He added the Osgood Co., Boston, Mass., to the jobbing list, and laid the foundation for a number of excellent prospects in the same branch. Tom will make one more trip West before returning to his chateau for the summer vacation.

J. W. Scott, who covers New England for the National Phonograph Co., tagged a \$10,000 order in Manchester, N. H., recently. The goods have already been shipped to the happy Edison jobber.

Justice De Witt, proprietor of the Byrnes Phonograph Co., with three stores in New York City, is reaping the benefit of a strong business gained by up-to-date methods and adequate stock. He handles Victor, Edison, Columbia and Zonophone lines, and has special facilities for high-grade repairing. He also handles the Edison kinetoscope and films.

J. Victor Castaran, of Castaran Hermanos, Buenos Ayres, A. R., S. A., is regarded as one of the best informed men in the business in the Republic. As an active mercantile man in New York for five years, he absorbed the great Ameri-

can spirit of progressiveness, and is putting it in practice down in the wonderfully expanding Argentines. The firm handle the Zonophone line, with which they have scored a remarkable success.

Landay Bros., Victor distributors, New York, have started a campaign of daily newspaper advertising that is to be commended. The ads. are prepared by a specialist under the expert supervision of this highly successful firm, and are changed regularly. The style of display and crisp letter-press attract more than usual attention.

The following firms were added to the list of Edison jobbers during May: John B. Varick Co., Manchester, N. H., who placed an initial order of \$10,000; McGreal Bros., Cincinnati, O. (branch). These firms were placed on the suspended list: J. Raymond Smith, San Francisco, Cal.; Guy Furniture Co., Worcester, Mass.; E. & J. Tierney, Bay City, Mich.

The J. Frank Walker Music Co., Joplin, Mo., have sold out to the J. W. Jenkins' Sons Music Co., Kansas City, and the latter will hereafter conduct a branch talking machine store there under the management of J. O. Adams. The building in Joplin will be remodeled and a passenger elevator installed. Four men will travel out of the Joplin jobbing branch.

J. G. Piper, manager of the Magruder Talking Machine Co., Nashville, Tenn., has opened a branch house for that company in Grand Rapids, Mich. Mr. Piper will remain in Grand Rapids for about two months and will visit his old home near that city.

Koehler & Hinrichs, Edison and Victor job-

NEW EXCHANGE PROPOSITION

From June 15th to July 31st, inclusive, *we will accept "Lyra" Phonographs of any make or any model* (no matter how old or out-of-date) *in exchange for our Improved No. 6 Lyra*, which is our latest 1907 model and is the best Lyra Phonograph ever manufactured.

A splendid opportunity to make room on your shelves for the Denham No. 6 Lyra and to get rid, *without loss*, of all antiquated, out-of-date and inferior types.

We stake the reputation of the Lyra Phonograph on our new No. 6 Lyra. We wish to clear the market of all inferior models. Therefore *full credit* will be accorded for *every* Lyra Phonograph sent in to us up to and including July 31st, whether purchased from us or not.

Write TO-DAY for full particulars.

Have you seen our new large-sized Denham Grand Opera Reproducer—the one with the curved neck and indestructible dome?

Have you seen our new dome or cap, with sapphire-colored reproducing point, and so constructed that the reproducing point can neither fall out nor be pushed in?

THE EDWIN A. DENHAM COMPANY, Incorporated

Main Offices: 498-500 BROADWAY, NEW YORK Telephone { 7721 } Spring { 7722 }

bers, St. Paul, Minn., are enlarging their stock rooms so as to carry 100,000 records.

J. F. Schmelzer & Sons Arms Co., Victor and Edison jobbers, Kansas City, Mo., observed the semi-centennial anniversary of the establishment of their business on April 30. When they began in Leavenworth the talking machine had never been heard of, and the telegraph was just coming into commercial use.

Previous to the arrival in Belfast, Ireland, of the Zancigs, the wonderful telepathists, T. Edens Osborne, the well-known and progressive talking machine factor of that city, gave talking machine demonstrations of their performance, the actual voices of the Zancigs being reproduced clearly and distinctly. The demonstrations were unique and attracted a great deal of attention, being given for ten days.

The commercial department of the National Phonograph Co. has recently opened three new branch offices. These are located at Newark, Cleveland and Washington, D. C. The Newark office is located at 321 Union Building, and is in charge of N. R. Compton, formerly connected with the New York branch. The Cleveland office is located at 511 Schofield Building, and is in charge of J. O. Hanna. The Washington branch is in charge of C. T. Wilber, also connected with E. F. Droop & Sons Co., 925 Pennsylvania avenue, N. W.

Unless something unexpected occurs within the next month, there will be no exhibition of Edison Phonographs at the Jamestown Exposition. C. B. Haynes & Co., Edison jobbers at Richmond, who expected to have an exhibit of Edison goods at the Exposition, was compelled by circumstances to abandon the plan. None will be made by this company direct.—Edison Phonograph Monthly.

A new five-story concrete factory building will be erected on property recently acquired by the

Edison companies in Orange, N. J., and which completes their ownership of the entire block. The structures under way are being pushed rapidly to completion.

The National Phonograph Co. have made arrangements whereby they will allow twenty-five per cent. discount on all commercial outfits purchased by schools or will rent same at the rate of \$20 yearly. The special contract provides, however, that the outfits must be used solely for instruction purposes. The offer comes in response to the demand among teachers for phonographic dictation outfits to assist students in increasing their speed in both stenography and typewriting.

It looks as though Star disc records have come on the market to stay, according to the reports of increasing business received from Hawthorne & Sheble Manufacturing Co. This phenomenal success can be summed up in a few words, making popular selection, rejecting everything that has not a clear, natural tone, and using the best selected material to insure perfect wearing qualities.

In a fire which destroyed three buildings on North Eighth street recently the Northeastern Phonograph Co. suffered the loss of their entire stock. The blaze began in a pile of rubbish in the basement of the phonograph store.

Nahum Stetson, secretary of Steinway & Sons, one of the world-famous firms in that line, has a Victor talking machine in his private office in Steinway Hall, New York, for his personal entertainment and diversion.

C. H. Rose, informs us that contrary to the report recently published he has not bought out the talking machine department of Kohler & Chase in Seattle, Wash., that department being still owned by the latter firm. H. P. Rothermel is the manager, and an excellent business is done in both the wholesale and retail ends. Mr. Rose

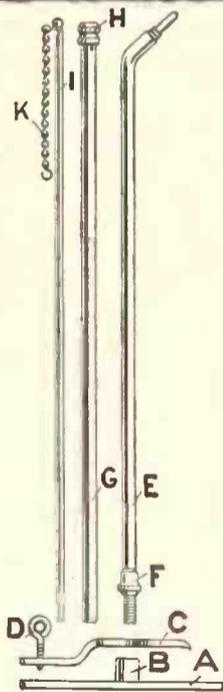
has, however, purchased the Kohler & Chase stock of small goods and sheet music, and conducts the business as sole proprietor in their quarters at 710 Pike street. When the new "Temple of Music," now being built for the firm, is completed Mr. Rose will have a liberal space on the ground floor, and will greatly increase his line.

SYSTEM AND THE SALE OF RECORDS.

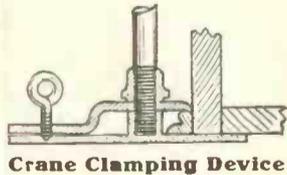
How many dealers and jobbers realize the importance of using the best system for carrying a stock of cylinder records? The tray system; whereby the Rapke label with number and title is plainly shown on the front of each tray, acts as a wall catalog, enabling record customers to point out the record wanted, and the boxes themselves act as a silent salesman. Dealers who have adopted this system have almost immediately doubled their record sales, and there is no chance of the customer becoming discouraged by a long hunt for a certain record wanted, which after considerable delay is reported as not in stock.

The up-to-date dealer sells records just as cheap and therefore gets the business. The Blackman Talking Machine Co. are selling a folding tray for cylinder records, which are shipped flat anywhere at very little expense and at prices whereby a complete record tray with Rapke label costs the dealer less than one cent. Jobbers are offered very liberal discounts, and through a special arrangement the Blackman Co. is enabled to sell jobbers the Rapke labels at the regular jobbing discount. Dealers can obtain these goods from their jobbers, but either jobbers and dealers will receive free samples of the tray and label upon request, as per the Blackman Co.'s advertisement in this issue.

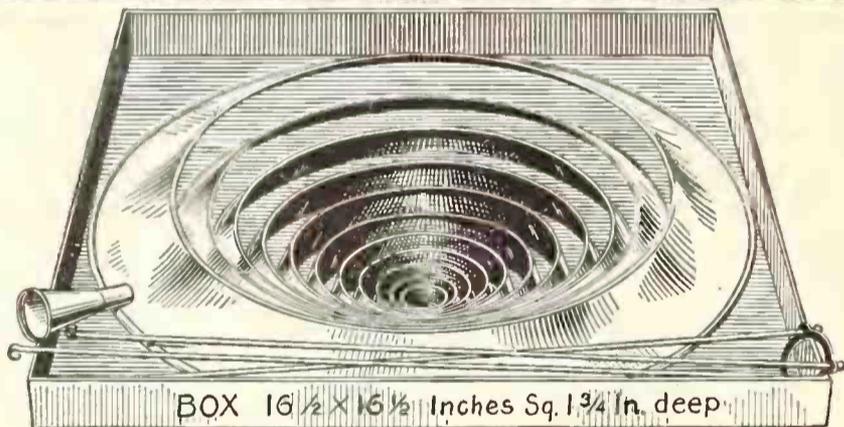
The National Phonograph Co. are constantly adding to their catalog of foreign records, a list recently sent out containing 90 German, 45 French, and 14 Italian selections.



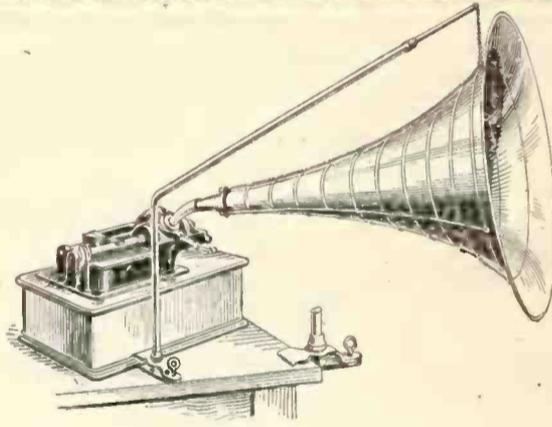
Parts of Crane Patented June 4, 1907



Crane Clamping Device



The RAPKE Horn as packed



The RAPKE Collapsible Horn and Crane in Position

RAPKE'S HIGH GRADE SPECIALTIES

ARE THE TALK OF THE TRADE

RAPKE'S HORNS
COLLAPSIBLE CRANES
TRAYS

RAPKE'S For Cylinder
LABELS and
Disc Records

RAPKE'S Collapsible Cylinder
LATEST Record Trays
Ready for Immediate Shipment

PRICES F. O. B. NEW YORK

No. 2—(Two Record Trays)	- - -	\$6.00 per thousand
No. 3—(Three " ")	- - -	7.50 "
No. 4—(Four " ")	- - -	9.00 "

VICTOR H. RAPKE CO., MANUFACTURERS, 255 E. 86th St. **New York City**

TALKERS IN THE SOUTHWEST.

The Musical Critic of a Los Angeles Paper Dilates on the Growing Popularity of the Talking Machine in That Section of the Country—Notable Personalities Who Are Talker Enthusiasts—Some of Their Favorites.

The editor of the musical department of the Los Angeles (Cal.) Sunday Times is greatly impressed with the musical possibilities of the talking machine, and the growth of sales in the leading makes of machines and records. In a recent issue of that paper appeared the following article regarding those popular music makers:

Southern California now beats the world for "canned music"—the music which Sousa complains about, and which he patronizes so faithfully, both to the continued edification of his many admirers and his own financial profit.

The talking machine trade, which represents all grades of music, from such perpetrations as "Dearie" to Wagnerian music drama, has grown in this city to gigantic proportions.

A prominent dealer said yesterday that without exception, the enthusiasm of the Southwest over "records" was not equaled in any other part of the United States. Trade journals are taking it up. Eastern manufacturers are paying their best attention to Southern California business.

Several weeks ago a single house in this city received one shipment amounting to five carloads.

Not long ago a single consignment of records here amounted to 450,000 records.

The purchase of new records by patrons, not counting the introduction of new customers, amounts in the big local music stores to many hundreds of dollars each day.

These facts are significant, and are as novel in the musical field as was the sudden rise and enormous gain in popularity of the automobile in the realm of outdoor pastimes.

A remarkable epidemic of talking machine fever has developed among men who are locally prominent.

Fred Eaton, for example, has toted an investment of half a thousand dollars to Inyo, and with it he has suddenly become a convert to fine art. His personal favorites are the stars of the Metropolitan opera company, though he says he has taken "a little foolish stuff" to amuse a certain coterie of his country auditors.

Arthur Letts has turned into a Caruso crank. His beautiful machine plays nothing else, practically, and every preserved specimen of the great Italian tenor's voice has found a niche in his private musical laboratory.

Howard Huntington has turned impresario, and gives talking machine concerts at the Jonathan Club. Recently he had an audience of 200 men at one of his "affairs." His list of records is declared to be selected with a connoisseur's taste.

Nat Goodwin has developed a fad for classical music. His contraction of the disease came during his recent visit to Los Angeles, and he also has an unusually good bunch of records.

Colonel G. Wiley Wells, of Santa Monica, who is confined to his house by invalidism a great deal of the time, is credited with possessing the most valuable collection of all, valued at several thousand dollars, and representing practically every high-class record that has been turned out by the leading companies.

Mrs. T. S. C. Lowe is another enthusiast, and has in her collection more than 1,500 choice records.

Dr. H. Bert Ellis is a devotee of the "old-time" music, and has an unusually good representation of this, besides possessing a very good grand opera repertoire.

William Richardson, one of the best-known salesmen, tells of many queer tastes. A prominent physician here bought a \$200 machine for nothing, but records in Russian and ancient Hebrew. Later he came back mysteriously for fifty blank discs—presumably to try his own tongue in these strange pronunciations.

A pretty young woman, just a debutante, owns an extensive set of Chinese records—and nothing else.

One musician has a fine list of men's voices and instrumental numbers, but will not listen to a woman's voice in any machine.

Another man buys nothing but women's voices.

One retired capitalist will never depend upon his own judgment in buying records for use in his own library. His specimens are all selected by other people.

And so the diversion goes.

RECORD REPRODUCTION PERFECTED

By Means of the Phonometer, the Latest Contribution to the Development of the Talking Machine, Commands Attention.

With the growth of the talking machine business many and invaluable are the inventions and improvements made for the development and enhancement of sound reproduction. Few, indeed, besides the experts possibly, give but passing attention to the speed of the machine. There is a fixed number of revolutions of the disc that develops the actual quality and pitch of the voice or instrument recorded. It is seldom, however, so it is claimed, that the regulation speed is maintained. As any arrangement or device possible to invent that operates on the governor; or, in other words, the present speed indicators and regulators used cannot remain accurate, it is claimed, the wearing of the parts through friction, etc., naturally causes the device to become inaccurate. To remedy this defect is the object of the Phonometer, a device illustrated and described on another page of The World. This speed meter, the first and only one of its kind, made on the principle of centrifugal force, and therefore accurate, when attached, instantly indicates the number of revolutions per minute that the machine is running, and the connection on the dial of the machine can be made accordingly before playing the record. This little instrument is spoken of as indispensable if the true individuality, lifelike realism and peculiar quality of the record is to be had. The Phonometer goes a great way toward making records more salable through the perfect attainment in voice reproduction, and should become an invaluable article to every dealer and talking machine enthusiast. It is manufactured by the Phonographic Music Co., 39 South Ninth street, Brooklyn, N. Y.

James S. Boyd, the Columbia Phonograph Co.'s agent in Janesville, Wis., claims to have been presented by various corporations, including the Standard Oil Co. and the Southern Pacific Railroad, and is endeavoring to interest government officials in his cause.

In "The Spoilers," now playing on the road, the villain, pursuing the heroine to a dance hall, hisses:

"To the Victor belongs"—

"Yes," interrupted the comedian, "to the Victor belongs his master's voice—and they've got it copyrighted."

ENTHUSIASM

Create the right kind in your customers and your sales will be made easier.

BY WAY OF ILLUSTRATION:—

"We have given close study to all other style Flower Horns along with the 'Mega,' and find that it is impossible for us to work up the same amount of enthusiasm while demonstrating Edison Phonographs with any other horn attached to them. Would add, too, that our Dealers have followed our lead, and judging from the small number of other styles ordered, they are extremely partial to the fibre horn."

"We have been for some time pushing both sizes of the 'Mega' Flower Horn whenever we show an Edison machine in our salesroom, and it is a rare thing that we fail to impress on the customer's mind that it is the best horn made."

The Mega

is without a peer as an ideal sales medium.

Perfect In Timbre

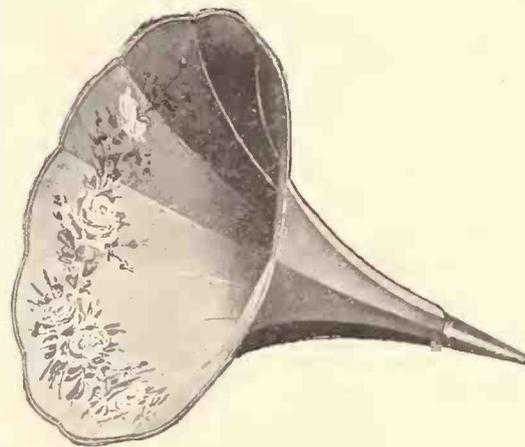
Built on the Principle of the Sounding Board.

That principle should mean to you *more and better* sales of machines and records.

If you have not as yet made the acquaintance of our product it will pay you to order samples from your jobber. Any one of our regular models will prove to you The Mega can be relied upon to produce

RESULTS

Colored plate sets of the Mega free upon request.



Designation—Senior Flower
Decorated—Royal Blue



E. A. & A. G. SCHOETTEL
MAKERS

Broad St., Maspeth, Queens Co., N. Y.

The Frog Book

"RANIDAE" gives you the practical knowledge how to breed, feed and raise Frogs. The book is interesting and tells you of a new industry that returns large profits. Price, postpaid, 25 cents (Coin).



Meadow Brook Farm Co.

Box 16

Allendale, New Jersey

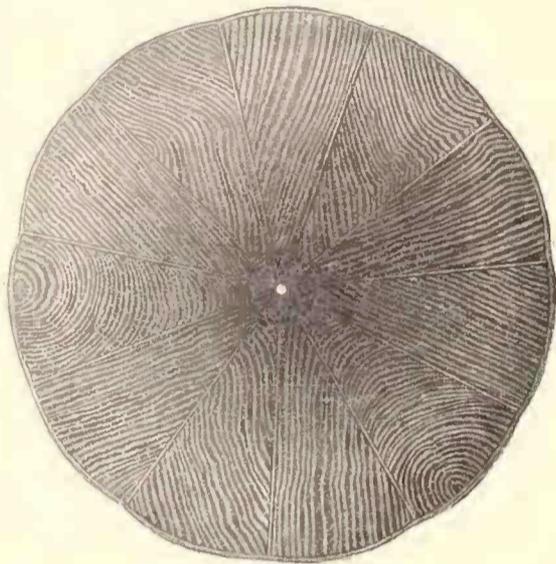


Horns Which Bear

THE STANDARD TRADE MARK

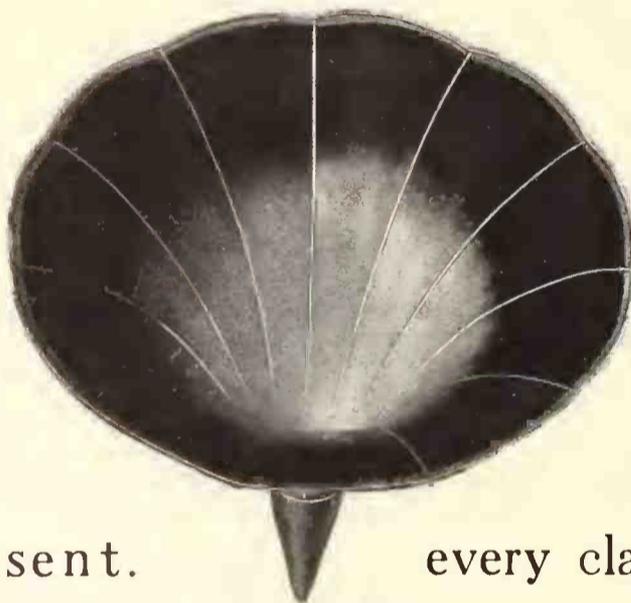


Have Proven Most Satisfactory In Every Respect



Dealers and jobbers who have sold them have not hesitated to express themselves in terms of warmest satisfaction regarding the results obtained from the Standard products. We have made the manufacture of horns for many years the object of study and careful experiment and we know of nothing higher in workmanship and material obtainable in any product.

It is the grade that counts. With the Standard there is no fading, cracking or flaking off. Our new wood finish horns are perfect reproductions of the various fancy woods which they represent.



They have proven excellent sellers. You will be convinced upon examination that the Standard horns are unsurpassed in appearance. They are exquisitely finished, and will live up to every claim made for them.

It has been our aim to protect jobbers to the fullest extent. We are always producing something new and novel in the horn line. Watch our announcement next month for something entirely original in the horn line. We issue a brochure in which our various horns are reproduced in colors. It is a very handy little volume to have at hand and we will gladly mail a copy to any dealer free for the asking.



STANDARD METAL MFG. CO.

Factory Address, Jefferson, Chestnut and Melbourne Streets

NEWARK, N. J.

Office and Salesroom at 10 Warren Street, NEW YORK, N. Y.



During the Convention in Chicago our Mr. W. A. Lawrence will make his headquarters, at the Auditorium Annex, and will have a new horn which has never been on the market to offer to the trade. It will pay dealers to step in and look it over.



TRADE NOTES FROM PACIFIC COAST.

Kohler & Chase Activity—Bacigalupi Pleased With Edison Records—Columbia Co. Doing Well With the Marconi Records—A Talk-o-Phone—Eilers Suit—Street Car Strike Has Hurt Business Somewhat—Mauzy's New Demonstrating Rooms—Other Items.

(Special to The Talking Machine World.)

San Francisco, Cal., June 5, 1907.

Kohler & Chase now have the arrangement and fixtures of their talking machine room about completed, and the department is keeping busier than was expected. Many records are still being sold to people who were given old Peerless machines last year, on condition that they should buy \$35 worth of records. This deal, they say, is paying for itself handsomely.

Peter Bacigalupi has just received his Edison records for June, which have been forty-one days en route. They are a particularly good lot, and the demand for them is good, but collections are found to be rather slow at present.

The new Victor records have also arrived, and are being advertised by Sherman, Clay & Co., and Clark, Wise & Co. R. A. Wise says that talking machines are the most profitable part of the business at present.

The Columbia agency is doing a big business in Marconi records, which have already gained great popularity in this city, though the number of selections is limited, and the stock is short. These Marconi records are also taking a good hold in Portland, where the Eilers branch at Spokane, Wash., is having difficulty with the Talk-o-Phone Co. Charles H. Calder, of the latter company, has brought suit against the Eilers house for \$1,680.70, alleged to be due on shipments of talk-o-phones.

George A. Heidinger, manager of Eilers piano house, said last night: "The Talk-o-Phone Co. has not lived up to its contract, and when it does we are willing and ready to settle. Until that time we propose to fight. This is an old case and we have beaten them in San Francisco and Portland, and we will beat them here. It is a case that in no way interests the public."

The street car strike has hurt the talking machine business materially in some of the stores, but at others it has not been felt to a very great extent. During the first few days after the strike began little or no business was done, but during the past week there has been a considerable revival at some of the stores where business is now declared to be almost normal. The sales of records seem to have been hurt less than the sales of machines. This is probably due to the advent of a number of new things in records.

The new store of the T. S. McKinley Co., at Reno, Nev., has been provided with suitable talking machine quarters and a good stock of Victor, Columbia and Edison machines is being put in.

Byron Mauzy has just completed the installation of four glass trying-out rooms for his talking machine department. These are of the latest sound proof pattern and have put the Mauzy talking machine department on a par with the best in the West. Manager E. H. Youse, of this department, reports that the Allen horn for talk-

ing machines continues to meet with great favor and the demand calls for larger importations.

Kohler & Chase have been enlarging and improving the talking machine department at their Oakland branch store until it is now up to the requirements of their growing trade. This week the installation of a lot of new racks was completed.

DETROIT JOBBERS WILL ATTEND.

Annual Meeting of the Central States Talking Machine Jobbers' Association to be Held in Chicago—Columbia Business Ahead of Last Year—Other Notes of Interest.

(Special to The Talking Machine World.)

Detroit, Mich., June 10, 1907.

E. Percy Ashton, manager of the American Phonograph Co.'s store in this city, who is secretary of the Central Talking Machine Jobbers' Association, says that he expects that about sixty to seventy-five jobbers in Central United States will attend the annual meeting of the association at the Auditorium Hotel, in Chicago, on June 17 and 18. Mr. Ashton said that many important things would be considered by the association, the nature of which he declined to divulge, however, as at the last convention a press committee was appointed to have charge of all publicity. The association expects to extend its scope so that talking machine jobbers from the Rocky Mountains east to Buffalo may be taken in as members. The American Phonograph Co.'s store, Manager Ashton says, is doing a good business, and the outlook for the summer is excellent.

The Columbia Phonograph Co.'s Detroit stores have received shipments of the new tone arm cylinder talking machines, which are a vast improvement over the old stationary arm machine. The manager of the Woodward avenue store says the May business in Detroit was 10 per cent. ahead of the corresponding month that year.

Grinnell Bros. will be represented at the Central Talking Machine Jobbers' Association in Chicago, probably by C. A. Grinnell.

DEVELOPING SUMMER TRADE.

Some Excellent Remarks by Editor McChesney.

Though the appended is written to exploit the phonograph, and is taken from Edison Phonograph Monthly, the sound advice of Editor McChesney applies to every line of talking machine, as well as the incidental essentials:

"There was a time when the phonograph was looked upon as a winter entertainer, to be used when the evenings were long and people had to stay indoors. This is still perfectly true, but it is just as much an entertainer in 'the good old summer time' when the evenings are warm and too fine to waste in sleep, and the dealer who believes this, and talks his belief to his customers, will find no falling off in his sales during what is supposed to be the dull season of the months. People take vacations to find amusement and rest; and as the amused holiday seeker is the rested one, the Edison phonograph and records cannot be left behind. From what other source can the family at some lonely lake shore or mountain resort obtain dance music or songs with choruses at an instant's notice?"

"Dealers should not regard the good record customer as lost because he or she happens to be staying at a distance. The owner of an Edison phonograph is certain to acquire the Edison record appetite and it must be gratified as much in summer as in winter. Send the monthly list of records to your customers and see that they carry away a good stock of them before they go. They will be bought from some dealer somewhere, and, as the popular song has it, 'it might as well be you.' Every night of the summer the voice of the phonograph is heard making melody for all sorts and conditions of men. It is certain that the sale of records does not stop in summer, and if it does not, some enterprising man is making money, while his fellows are waiting for winter profits."

LAWRENCE MCGREAL NOW SOLE OWNER.

(Special to The Talking Machine World.)

Milwaukee, Wis., June 8, 1907.

On May 14, Lawrence McGreal bought out the interest of his brother, H. J. McGreal, in the firm of McGreal Bros., Milwaukee, together with goodwill, etc. It is understood that for some time Mr. McGreal will continue to use the name McGreal Bros., at Milwaukee, but eventually adopt his own instead.

Lawrence McGreal is an old-time talking machine man, having been identified with this business for about ten years, first as manager of the talking machine department of Conroy Co., of St. Louis, and for four years previous to opening at Milwaukee, western salesman for the National Phonograph Co. Mr. McGreal recently opened a wholesale and retail branch at Cincinnati, O.

Charles P. Young & Co., a firm of law reporters, who have been using Columbia commercial graphophones in their work for some time past, have done away with typewritten copy entirely, the linotype operators putting the matter in type direct from the machine.

DO YOU WANT PHOTOGRAPHS OF THE Talking Machine Artists

?

CONSULT YOUR JOBBER

PUBLISHED BY

The Channell Studio

ORANGE, N. J.

THE ACME DIAFRAM

combines all the qualities required of the perfect one without the objectionable features.

NO	{ Blast Rattle Wear Squeak	MORE	{ Volume Range Natural Sweetness	EMBODYING	{ Depth of Tone Indestructibility Clearness Uniformity
----	-------------------------------------	------	---	-----------	---

Will fit either the Columbia or Edison reproducer, and give a volume and naturalness of tone never before attained. Has proven a repeater from the start. **Price 25 cts. or \$1.00 per dozen.**

Will furnish dealers free sample if requested on business letterhead.

O. J. JUNGE, The Talking Machine Man, 1317 O Street LINCOLN, NEBRASKA

PUCCINI STILL DISCUSSING

The Copyright Question—Says He Is Writing an Opera That Will Deal With the Life of Marie Antoinette.

(Special to The Talking Machine World.)

London, England, June 7, 1907.

Giacoma Puccini, the well-known operatic composer who has been spending a short vacation in this city, states that he is writing an opera which he expects to finish next year, dealing with certain incidents in the life of Marie Antoinette. The subject is a good one, and doubtless will afford inspiration to this remarkable writer. In speaking with the reporters here he dwelt upon the reproductions of his music by talking machine record manufacturers pretty much along the same lines as in his talk which appeared in *The Talking Machine World* prior to his departure from New York for Europe. These views, by the way, were successfully refuted by Messrs. Cromelin, of the Columbia Co., and Pettit, of the Victor Co.

In the course of his remarks, Signor Puccini said: "My music has been played and recorded on paper and plates, but I have not benefited a sou. Now, if I were to make a copy of one of these films bearing a record of my music, for which, mark you, I have given no permission for transcription. I could be sued for damages. This is rather a humorous view of the injustice of the copyright laws which I consider very unfair to musicians who have to make a living from the products of their brains. You can hear selections from 'Madame Butterfly' and 'La Boheme' on these instruments, but I, who composed the works, do not receive a penny from their reproduction."

BLACKMAN GIVING AWAY FREE SAMPLES.

Almost every jobber and hundreds of dealers are handling the Blackman Talking Machine Co.'s line of "Place" Automatic Record Brushes. It is the desire of this company, however, to have

dealers and jobbers sell them, and in order that they may first become acquainted with the merits of same, they are making a special offer, as per their advertisement in this issue, whereby dealers or jobbers who fill in and return the coupon will receive a sample brush, free of charge. This is a very liberal offer and the trade should take advantage of it.

F. K. DOLBEER TO ADDRESS

The National Piano Dealers' Association During Its Convention in Chicago—Will Read a Paper on "The One Price System"—Also Attended Convention of Credit Men.

On June 6 F. K. Dolbeer, manager of the National Phonograph Co.'s credit department, left New York to attend the 12th annual meeting of



F. K. DOLBEER.

the National Association of Credit Men, held in Chicago, June 12, 13 and 14, at the Auditorium Hotel. Mr. Dolbeer went as a delegate from the New York association. After spending a few days in Iowa subsequently he returned to Chicago to attend the convention of the National Piano Manufacturers' Association and the National Piano Dealers' Association, June 19 and 20, when he will make an address before the meeting of the dealers on the "One Price System in Kindred Lines; Its Benefits to the Manufacturer, Dealer and the Body Politic."

OFFICIATED AT HIS WIFE'S BIER.

Preached the Sermon, Read the Scriptures and Offered Prayer.

(Special to The Talking Machine World.)

Omaha, Neb., June 10, 1907.

William T. Leaman, a wealthy retired carriage manufacturer of Omaha, preached the sermon, read the Scriptures and offered prayer at the funeral of his wife at his country home, six miles east of Council Bluffs, to-day, while a phonograph sang "Nearer, My God, to Thee," "One Sweetly Solemn Thought" and "I Shall Meet Him Face to Face."

The service at the bier of his dead wife was conducted entirely by Mr. Leaman, with the help of the phonograph, neither minister nor singer being permitted to assist. The husband's sermon was an impressive eulogy and a biography of his dead wife.

Howard Wurlitzer, of the Rudolph Wurlitzer Co., Cincinnati, O., who has been abroad with his wife, returned via the "Deutschland," of the Hamburg-American Line Thursday, May 23.

An official memorandum has been gazetted that the National Phonograph Co. will increase their traveling force fully twenty men, making thirty as the total. No appointments have yet been made.

*Be Sure and See the
Announcement of the*

W I T A K

*in Next Month's Issue of the
Talking Machine World*

PRACTICAL SUGGESTIONS AND COMMENTS.

RECORD USED SEVEN THOUSAND TIMES.

A subscriber to The World in the Lone Star State writes as follows: "It may interest you to know that I have a customer in this city who has used an X P record for over 7,000 times, and he claims that it is still satisfactory after four years of use. Of course he has taken the greatest care of his records; kept them under cover, and always dusted them before using. Moreover, he is somewhat of an enthusiast, and believes not only in getting the best effects possible out of the records, but in keeping the machine in first-class condition."

This is certainly an excellent showing, and furnishes ample proof that where care is taken of records, whether disc or cylinder, they will last much longer than the average person supposes. The trouble is that the majority of users of talking machines do not become interested enough in them, and expect both machine and record to last without care or consideration. The result is a poor running machine, and a reproduction that does much to injure the reputation of the talking machine and the business, as a whole. We would be glad to learn if any dealer can report a record as long in use as that mentioned by our Texan friend.

VOCAL EXPRESSION AND CHARACTER.

A talking machine expert connected with one of the leading laboratories in a chat with the editor of this department the other day had something interesting to say upon character as revealed by people's voices. When asked which vocal expression was the surest guide to character, he replied promptly, "the laugh," and added: "It is as absolutely impossible for a bad man or woman to laugh the laugh of a good one as it would be to assume an entirely similar facial appearance. Laughs may be cultivated, but so delicate is the ear in the perception of tones that a false note, which is always present, is instantly

detected. The voice and manner of the honest man can be counterfeited by the rogue with perfect success, but the moment he laughs any decently educated ear detects the counterfeit. Those who do not laugh naturally and pleasantly, and without producing a discord or a false note, should never be trusted, no matter what their position or how much evidence there may be in the favor of their assumed honesty. Such a person will infallibly betray the moment that betrayal is easy and profitable."

PIANO AND HARP RECORDS.

F. C. Walsh writes: "Recently I have had quite a few calls from customers for harp records, and also for piano records. Do you know if any of them are listed?"

It would be best to write the National Phonograph Co. and the Columbia Phonograph Co. for specific numbers of their piano and harp records. Off-hand we may say that the Columbia Co. some time ago listed a very excellent violin and harp duet made on a ten-inch disc record, while the National Phonograph Co. have some piano records that are admirable, notably one to which we referred before, "Believe Me, If All These Endearing Young Charms," that beautiful Irish air of Moore's, which has won admirers the world over. It is splendidly played, the melody being well sustained despite some intricate variations.

MOTORS SHOULD BE WATCHED.

The motors in talking machines should be carefully watched, because among the first things to show signs of wear is the little pinion that works in the gear attached to the drum or spring. This matter, by the way, was referred to in part very clearly in the London department of last month's World, in the course of a contribution by Philip Neale. It is a well-known fact that this small cog wheel gets the full pressure of the spring and communicates it to the other gears

and pinions that form the motor. Usually it is made of brass, but even then the cogs wear down after a time. First they wear thin, then they become little more than knife edges, until no longer able to withstand the severe pressure of the spring they "strip" or bend over flat and the motor "races" like a propeller out of water. The first intermediate pinion should be watched more closely than any other part of the motor. The teeth and the axle should be kept well lubricated, and its life be lengthened. As Mr. Neale says, a faulty governor is more often responsible for an irregular motor than any other cause. If the records are not being reproduced in proper time and pitch, it is always best to examine the governor, as it is the all-important factor, inasmuch as it exercises complete control of the main spring, and the duties of the main spring are to drive the motor or moving parts. To dealers having trouble in this connection it would be very well to study Mr. Neale's article, as he dilates most interestingly on the especial functions of the governor and the danger of loose pinions.

ADJUSTMENT OF SOUND BOX.

Many of the complaints regarding records wearing quickly will be obviated if the sound-box be looked after. Invariably when records wear out too rapidly, the trouble is that the sound-box is too heavy. It ploughs into the sound-wave channels, and ruins the records. It is best that the sound-box should give only a light pressure on the needle. Moreover, it will be found that it gives forth a sound quite as loud as if a heavy sound-box had been used, thus adding to the durability of the record, and the pleasure it gives the user. There is no question that the lighter the weight on the needle the longer must the record wear, and to achieve this without diminishing the volume of sound, the needle arm springs would require to be finely tempered and adjusted.

Whenever complaints are made to dealers regarding the wearing out of records, it will be well, in case the dealer is not competent to pass judgment upon the trouble, to communicate with the manufacturers, who will be willing to suggest

Temporary Office and Factory

387 E. 158th St.

Tel. 2104 Melrose



HERM. SCHRODER, Pres.
C. WIESAND, Vice-Pres.
I. JOSEPH, Sec.
M. VON DER OSTEN, Treas.
HUGO SCHRODER, Supt.

An Opportunity is herewith offered to the Talking Machine Trade to Invest in the Stock of a Corporation which will Revolutionize the Phonograph Business.

Mr. Schroder's invention does away entirely and absolutely with the horn.

The New Phonograph consists of the usual cabinet. With the exception of the sound arm the entire instrument will be made of wood. As a result, the brassy sound now heard in even the most expensive Phonographs is entirely eliminated. The human voice and musical sounds from the new instrument are heard with remarkable clearness and purity.

Owing to the absence of a horn the disc will be covered, this eliminates the scratching sound, now so plainly heard.

The Company intends to build two machines, one disc, the other cylinder.

The disc and cylinder records now supplied by dealers can be used on these instruments. Owing to the construction, the machines can be packed for transportation much more economically than the present one. With all these advantages there is no doubt that Schroder's HORNLESS will be preferred by the public.

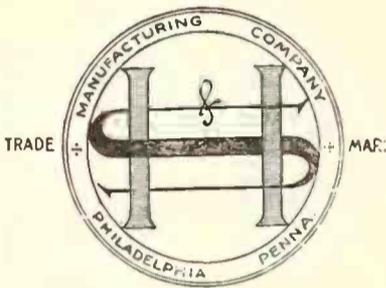
The Company is incorporated for \$500,000, and starts in business absolutely untrammelled and free from debt. A limited amount of stock is herewith offered to this trade at par, \$100 per share.

TALKING MACHINE MEN are earnestly requested to investigate this proposition, and to come and listen to the new machines if possible.

THE H. SCHRODER HORNLESS PHONOGRAPH MFG. CO., New York City

WHEN you purchase Horns, Cranes,
Horn Stands, Cases or any other
Talking Machine Supplies, be sure they
bear this trade mark.

It refers to goods
manufactured by
HAWTHORNE & SHEBLE MFG. CO.



It Means High Standard
of Quality.

STAR DISC RECORDS

Represent the same High Standard of
quality as we have always employed
in our product.

We believe that every dealer pur-
chasing a sample dozen Star Records
will stock the records at once.

THE SELECTIONS ARE CHOICE. THE TONE IS CLEAR AND NATURAL.

THE WEARING QUALITIES ARE UNEXCELLED.

Hawthorne & Sheble Mfg. Co.

PHILADELPHIA, PENNA.

a remedy for the trouble. It is obvious that it is to the interest of manufacturers of both machines and records that their products should be absolutely satisfactory, inasmuch as it adds to the prestige of their wares. It means a larger sale for themselves and for the dealers, hence the importance of noting reasonable complaints and transmitting them to headquarters. Of course there will always be complaints made by "cranks" which must be received courteously, but they should require little further consideration.

REGARDING SPEED REGULATION.

In answer to several inquiries from widely separated sections of the country regarding speed regulation of talking machines, we may say that we have in previous issues of The World given several suggestions as to how speed may be regulated. They are worth looking up. The latest improvement in this connection, however, is the phonometer, which is referred to elsewhere in this issue. The manufacturers properly claim that the voices, or at least the individual characteristics of the singers, cannot be faithfully reproduced unless the talking machine on which the records are reproduced are regulated exactly as when the singer made the record. This, it is claimed, the phonometer will accomplish. The device has been highly praised by those who have examined it.

PLAYING FOR TELEPHONE TRANSMISSION.

In the West, particularly among the farmers, some evenings are very enjoyably passed by attaching the talking machine to the telephone and giving an impromptu concert for the benefit of the neighbors. A writer in The New Phonogram explains how he arranged the phonograph for telephone transmission as follows: "I made a horn out of very heavy cardboard, thirty-one inches long, with a twelve-inch bell, which I fasten, or, rather, let rest in the mouthpiece of the telephone transmitter. I support the same by means of strings fastened from each side of bell to the top of the telephone. By this means I can adjust the position of the horn to suit that of the horn on the phonograph. I find that the distance (as regards the clearness and loudness of the selection played, as heard at the other end of telephone line) between the bells of the two horns, which, of course, point toward each other, depends on the strength of battery of telephone, and, in fact, the efficiency of the telephone in general. In my case I place the horns from three to four feet apart for very best results although the selection can be heard by those at the other end of the line perfectly plain when I place the phonograph across the room, about 20 feet away, but still pointing the horns at each other."

THE MATTER OF NEEDLES.

In this department, in the issue of April 15, reference was made to the needle question, and it was impressed on dealers that they should advise their customers not to use a cheap needle more than once. Some pertinent remarks in this connection followed, winding up with the statement that damage was impossible when a certain make of needle was used. It is only necessary to read the context to comprehend that the latter sentence was absolutely uncalled for, inasmuch as the arguments adduced were so contradictory as to make it clear that the writer's intention was not properly expressed. J. Newcomb Blackman, of the Blackman Talking Machine Co., has called our attention to the matter, for which we thank him. In this connection we may say that it has not at any time been the policy of this paper to recommend the use of any particular brand of goods. We believe in a square deal to all, and endeavor to practice what we preach. There are times, however, when the "Knights of the Quill" makes mistakes like other mortals, notwithstanding their efforts to walk the straight and narrow path of righteousness.

ODD EXPERIMENTS WITH PHONOGRAPH.

J. B. Horn, Edgerton, Kan., has derived added pleasure from the possession of a phonograph by a series of experiments, which he relates as follows: "By means of a thread running from the starting lever of my Edison to a door or a rocking chair, I have often surprised callers who themselves started the machine to running at

very unexpected times. I once had a vocal record break so that about one-half of it at the end where the bore is largest remained intact. This can be reversed end for end on the mandrel and played backward with ludicrous results. One day, with the aid of a friend's machine, I played this selection backward and recorded it thus on a blank. Then I turned the newly recorded cylinder and reproduced the song forward perfectly. The achievement, however, seemingly most wonderful, especially when one does not know how they were made, is a duet and a quartet each sung by a single individual. I made these by having a friend first sing the selection with piano accompaniment. The other parts were added as the recorder was successively run over the cylinder while the performer sang in unison with the previously recorded tones. In both these records the singer's voice (or voices) is so natural that his friends recognize every tone as his in every part. Many other interesting and entertaining experiments might be carried on. Those mentioned are but a few of the most interesting of many I have attempted."

THE TALKER AS HISTORIAN.

In Future We Can Hear the Views of Great Personages and What They Said—If We Could Only be Able to Hear the Voices of the Mighty Ancient!

The arrival in this country of phonographic records of the voice of the German Emperor, to be preserved at the Congressional Library and at Harvard University, calls attention to the possibilities of the phonograph as a historical witness, says the Louisville Journal. If they had such things as phonographs when Demosthenes lived, we of the twentieth century should be able now to hear the voice of the mighty ancient whose oratory has come down to us as tradition. We could compare him with the orators of our time and discover for ourselves whether he was, after all, so great. Think what a queer sensation we should feel to hear the voice of Julius Cæsar addressing the Romans; to hear the Emperor

Nero playing a solo upon his lute or reciting one of his verses; to hear the voice of St. John preaching in the wilderness; to hear William Shakespeare speaking Hamlet's soliloquy or Abraham Lincoln delivering his Gettysburg address.

Hereafter, however, it will be the privilege of mankind to hear the voices of men after they are dead. When they themselves have turned to dust, Theodore Roosevelt, Emperor William, Edward VII., Marcella Sembrich, Enrico Caruso, Mark Twain and others of the great constellation of to-day will give their messages of politics or song or philosophy to the races of earth.

SPACIOUS "TALKER" DEPARTMENT.

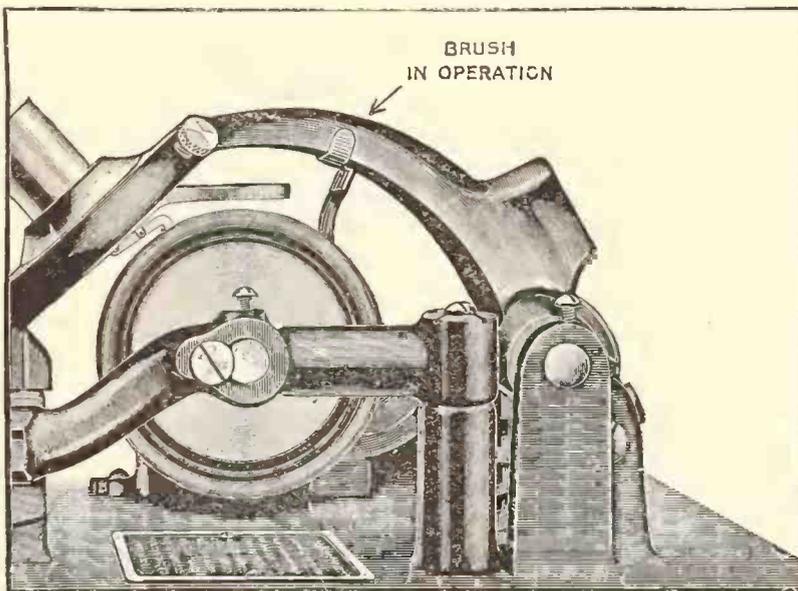
A Feature of the New Ditson Building—Three Large Demonstrating Rooms and a Recital Hall—Fine Record Equipment—Will Carry Large Stock.

The talking machine department of Chas. H. Ditson & Co., New York, expanded many fold over the space allotted it in their old place, will be on a scale in point of furnishing and floor room quite new in the East. Three large demonstrating rooms, running the width of the building and facing 34th street, are finished in solid mahogany. Each one of these compartments are about 25 feet deep, making a good sized recital hall in themselves. Racks for disc records are on the side walls, each compartment holding a single, new record for the buyer. The regular stock is contained in rooms to the rear. The company have been placing orders with the Victor Talking Machine Co., Camden, N. J., for some time, anticipating their wants, so that they are fully prepared to supply any demand immediately from the premises.

The Victor Talking Machine Co. have asked estimates for the erection of two additional stories to their new laboratory and office building in Camden, N. J., which at present is only four stories high. The addition will conform with the style of the rest of the building.

THE "PLACE" AUTOMATIC RECORD BRUSH

PATENTED SEPT. 25TH AND OCT. 2ND, 1906
PRICE 15 CENTS EACH



CAN BE USED ON ALL PHONOGRAPHS

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

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

Big Profits for Dealers and Jobbers, also Free Advertising Matter

"SPECIAL OFFER" Let us show you a good thing at our expense. If
"FREE SAMPLE" you do not handle these brushes, fill in and return coupon below.

BLACKMAN TALKING MACHINE CO.

97 Chambers St., New York

GENTLEMEN:—

As per your "Special Offer" please send **FREE SAMPLE** of "PLACE" Brush for phonographs. I am a..... handling Edison, Victor, Columbia.

Fill in Jobber or dealer

Cross out those you don't handle

Yours truly

Name Address

Date, 1907

EDISON DISCUSSES FUTURE.

Speaks of the Union of the Phonograph With the Kinetoscope—Defines the Difference Between Discovery and Invention.

In the course of an interesting chat with Thomas A. Edison recently he expressed himself enthusiastically about wireless telegraphy, and said: "It is not more than about four years old, and yet by means of it we are able to communicate with ships for a distance of 1,500 miles. It is entirely conceivable, considering such a rapid development in so short a space of time, that in half a century it will be possible to communicate with a vessel wherever it may be, from the furthest region of the Pacific to the most remote waters that surround either pole."

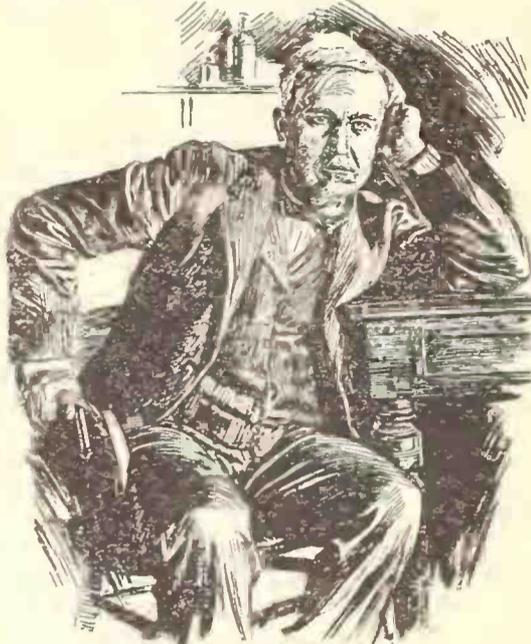
Then turning his thoughts to his old-time favorite, he said: "As for the phonograph, taking it in connection with the kinetoscope, I believe that it will be perfected to such an extent in another fifty years that people in New York will be able to attend an entire theatrical performance or listen to an opera from beginning to end, where there is not an actor or a singer present—and yet every gesture, every syllable, every note, will be there with the most perfect illusion that art could demand.

"But all this has to do with inventions—and inventions form a past chapter in my life. I have turned the leaf down there, I have done with that set of experiences from now on. * * * In my forty-five years' work as an inventor I have run across many queer things that seemed to lead off into undiscovered worlds of thought. Now I am going back to pick up the threads that I left on the way, and see where they will take me. There is no end of possibilities for the man who starts out on this road and who is entirely indifferent to the monetary value of his work. I calculate that we know one-seven-billionth of 1 per cent. about anything—so I have given myself a good margin to work on. I am going to give nature a show, and if I don't

strike something now it won't be my fault.

"There is a great difference between discovery and invention. The latter is generally attained by a process of pure cold reasoning from ascertained laws of science. A discovery, on the other hand, is often the result of pure accident.

"I have taken out, I suppose, about a thousand patents, representing various inventions, during



THOMAS A. EDISON.

my career as an inventor. I don't expect to take out another patent in this new field of discovery that I have chosen—but it may be that I will find things that will bring the necessity of patents to many an inventor who comes after me.

"Science has some tremendous problems before it that, for the benefit of the human race, must be solved in the near future."

Mr. Edison states that the coal supply of the United States, according to the best authorities, will be exhausted within a hundred years, and the problem of providing a substitute is destined to engage his attention in the near future. He is evidently seeking to solve this wonderful

problem of trying to find a new fuel, and it is an investigator, a lover of pure science, not an inventor who is needed to fathom it.

"PLATOL" IS A WINNER.

All Who Have Tested This Specialty Find That It Is All the Manufacturers Claim It is.

Nothing that has heretofore been placed on the market has been so entirely revolutionary or so extremely useful as "Platol," an article for which one will have constant and repeated demand. "Platol" is a guaranteed silver plating compound that replates and cleans in one operation. It is made in two forms, No. 1 for soft metals, silver, brass, bronze and copper, and all articles which generally have these metals for a foundation, such as talking machine horns, musical instruments, sign plates, automobile and carriage fittings, spoons, forks, etc.; No. 2, for hard metals, iron, steel, white metal alloys and all articles which generally have these metals for a foundation, such as horn cranes, the plates and other metal parts of a talking machine, etc. This new preparation is meeting with a large demand, and many of the largest jobbers in the country are preparing to push it. That it will not only be a big seller from a retail standpoint, but will prove a boon to the dealer in keeping his stock in shipshape order, is conceded by all who have tried this remarkable article. The Steinreich Manufacturing & Import Co. deserve congratulations for having placed a preparation so valuable on this market.

THE KAISER AND THE PHONOGRAPH.

Br-r—kek-kek-br-r-r-r—Monologue by His Imperial Majesty Wilhelm, German Emperor and King of Prussia, entitled, "Your Master's Voice." International Phonograph Co., New York, Paris and Berlin. Br-r-r—kek-kek—Br-r-r-r—

Eternity—or, as it better clicks

In dulcet German, Zeit und Ewigkeit—
Receive the Voice of one who never shrinks
From the white calcium's glare, however bright.
Absorb, ye pliant wax, Our Voice! (The "Our"
Refers to Him who jointly shares with me—
While trivial nations tremble at Our power—
Dominion over German land and sea.)
Imperial Cæsar's voice, like Cæsar's clay,
Is gone beyond recall; no replica
Was handed down the ages. Stilled for aye
The tones of Hannibal, of Attila,
For want of phonographs—which, I regret,
Are not among things "made in Germany."
But Germans, happily, need not forget,
While hearing holds a place, the Voice of Me.
As Kubla Khan in Xanadu could hear
Ancestral voices prophesying war,
Turn but a crank—your Kaiser speaks—give ear!
His Voice shall rouse you as it roused of yore.
Receive, Posterity, Our awful Voice!
Sons of the Fatherland, rejoice, rejoice!—Puck.

NOT TO PLAY TALKERS ON SUNDAYS.

(Special to The Talking Machine World.)

Kansas City, Kan., June 6, 1907.

Since the closing of the saloons in this city recently three of them have been converted into nickel theaters, with loud "talker" out in front and all the usual "fixings" to the great indignation of the crusading ministers of the city. Not long ago a delegation of preachers called upon Chief Bowden in a body and entered a protest against the moving picture shows and the graphophones that accompany them.

Chief Bowden explained that it was not within his jurisdiction to put the shows out of business, and as far as he knew he had no right to stop the playing of a graphophone within the city limits. After a lengthy debate a compromise was perfected, temporarily at least, whereby the management of the three show houses are to stop the playing of their graphophones on Sunday.

The Hawthorne & Sheble Manufacturing Co., of Philadelphia, are now manufacturing two hundred different style and size horns for talking machines. With such an assortment to select from a dealer should be able to satisfy the most particular customer.

THE AJAX HORN

SAVES YOU TIME AND MONEY :: All Danger in Shipping and Handling ELIMINATED :: ::

ASK YOUR JOBBER TO SHIP YOU SAMPLE

We manufacture the only practical Sheet Metal Flower Horn which anybody can put together inside of one minute.

THE KOMPAKT HORN

Write for Particulars and Illustrated Catalogue



NEW JERSEY SHEET METAL CO.

NEWARK, N. J., U. S. A.

NEWS OF THE MONTH FROM THE SAINTLY CITY.

Despite Unfavorable Weather Conditions Dealers Report an Increase of from 30 to 35 Per Cent. as Compared With a Year Ago—Columbia Phonograph Co. Lease Large Warehouse—Manager Long of the St. Louis Talking Machine Co. Makes Splendid Report—Notable Sales Recorded—Silverstone Talking Machine Co. Expansion—Good Call for Reginalphones at Thiebes-Stierlin Co.'s—Recent Visitors to the City—P. E. Conroy's Cheering Report.

(Special to The Talking Machine World.)

St. Louis, Mo., June 8, 1907.

With weather conditions that have been decidedly abominable for the last month the talking machine business is in an extremely good condition, and every house that is pushing its trade in an aggressive way reports splendid results, which show an increase of from 30 to 35 per cent. for the month of May over a year ago. The demand for the high-class line of goods is far the best, and the sales of records is very large.

P. E. Conroy, president of the Conroy Piano Co., and the father of the talking machine business in this city, states that business in their talking machine department of the month of May, both retail and jobbing, has been very good, and that more people in other lines of business are taking on the talking machine as a side line than ever before.

T. P. Clancy, manager of the Columbia Phonograph Co., reports that their trade shows about a 35 per cent. increase for the month of May over the same month a year ago. This firm has leased the second floor of 1001 Olive street for their warehouse purposes, which contains 5,000 square feet. They report a big demand for their Twentieth Century machines, and also for their new Marconi records. Mr. Clancy returned recently from a several days' trip to Chicago.

C. W. Long, manager of the St. Louis Talking Machine Co., states "that the month of May was a very large one for us, being about 40 per cent. ahead of the same period last year." This concern has adopted a new method of getting the monthly records to the dealers, and it has scored a great success. They have invited each dealer to name the maximum quantity of records he can use, and the highest amount of any one high-class selection he might have sale for. They also make a selection of records and send to him instead of sending him a standing order of one each.

George W. McElhiney, who, with a party of friends, passed through St. Louis one day recently on his private car "Kymyami," en route to San Luis Potosi, telegraphed ahead to the St. Louis Talking Machine Co. for one of the Victor latest improved Victrolas and a large selection of grand opera records. The sale amounted to about \$400.

C. W. Long, manager of the St. Louis Talking Machine Co., recently returned from a several days' trip to Chicago.

On Sunday, June 2, the St. Louis Talking Machine Co.'s baseball club won from the Ellendale baseball, one of the prominent semi-professional teams in this territory, by a score of 9 to 6. The winners have now played seven games so far, and in each contest they have proved to be victors.

The Silverstone Talking Machine Co. report a large volume of activity with a big increase in trade for the month of May over that of the same month a year ago. They have just put in

two more record bins, which give them a capacity for 50,000. Max Stein has accepted a position with this firm as traveling salesman, and will represent through Illinois and Missouri. Mr. Carr, formerly with the Columbia Phonograph Co., has accepted a position as floor salesman with the Silverstone Talking Machine Co. Marks Silverstone, president of the company, recently returned from a business trip through Illinois.

S. R. Brewer, manager of the talking machine department of the Thiebes-Stierlin Music Co., reports business very good for May, and that they have had a very large demand for the Reginalphone machine.

J. P. Booker, manager of the talking machine department of the O. K. Houck Piano Co., reports trade very good, and a very nice increase since they got into their new parlors.

Among the visiting talking machine dealers who recently called at the St. Louis Talking Machine Co. quarter were: Charles Tate, Flora News Co., Flora, Ill.; Mr. Krug and Mr. White, of the Krug-White Jewelry Co., Staunton, Ill.; John W. Strain, Charleston, Mo.; William Dorsett, Alton, Ill.; H. D. Carter, Astoria, Ill.; Mr. Mendenhall and Mr. Matthews, of the Olney Music Co., Hannibal, Mo.; Mr. Parks, of Parks Music House Co., Louisiana, Mo.; Mr. Young, of Parks Music House Co., Hannibal, Mo.

D. S. Ramsdell, formerly local manager of the St. Louis Talking Machine Co. here, is reported to be doing very well in the photography trade in Chicago.

SIGNED CONTRACTS TO SING.

Noted Artists Will Make Records for the National Phonograph Co.

Billy Murray, Byran G. Harlan, Steve Porter and Spencer (Len) & Jones (Ada) have signed contracts to sing and recite for the National Phonograph Co., though this arrangement does not bar them from being on the artists' lists of the other recording laboratories. The step was taken to prevent this "bunch of talent" from being tied up by any other company to the exclusion of themselves. Messrs. Murray, Collins, Harlan and Porter form a quartet doing independent work at club banquets and similar entertainments and occasions. Their dates are closed for the season, to be resumed again in the fall.

GERMANY'S OUTPUT OF "TALKERS."

It has been estimated that the total production of talking machines of all makes in Germany during 1906 averaged 250,000 machines per month, while about 1,500,000 records were turned out. This estimate includes talkers for both the domestic and export trade.



Reg. U. S. Pat. Off.

The expressions of complete satisfaction from those who are now using our new method of getting their monthly records (naming the quantity they can use, and the number of one selection they would have sale for, providing it was strictly first class, and allowing us to do the rest) convinces us that this method is far in advance of any other yet tried, and in asking you as a special favor to allow us to ship your next monthly supply by this method, we do so feeling positive that you will be fully satisfied and that your record sales will improve and increase in a way that will astonish you. In calling your attention again to the fact that we are exclusively wholesale at our new location, we do so, with the idea of impressing upon you the fact that the three qualities, which you require of your jobber are those that we have studied most carefully, namely, filling orders completely, because our stock is complete, shipping facilities perfect, and promptness guaranteed.

Is your name on our list for specialties? If not, drop us a postal to-day.

St. Louis Talking Machine Co.

MILLS BUILDING

7th & St. Charles Streets

ST. LOUIS, MO.

The Only Exclusive Victor Distributors
in Missouri

QUICK SHIPMENTS FROM ST. LOUIS
TO THE SOUTHWEST.

OF
Edison Machines, Records

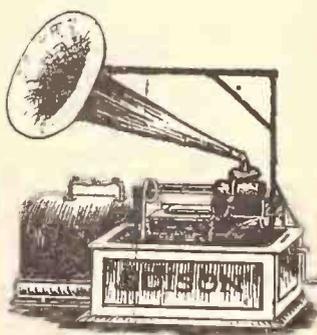
AND GENERAL TALKING MACHINE SUPPLIES

We carry the largest stock west of New York and we invite your orders, which will receive immediate attention and quick delivery.

CONROY PIANO CO.

1100 Olive Street

ST. LOUIS, MO.



ITALIANS GOOD CUSTOMERS

Of the Talking Machine Dealer—Always Buy Expensive Records—Sooner Hear the Talker Than Eat.

Italian laborers, the man with the hoe and the shovel, the industrious cleaners of city streets, are buying thousands of dollars' worth of talking machines, records and other music supplies, and are thereby enriching dealers in every large city where they congregate; in fact, it has become a truism that they are in many cases the dealers' best customers, apparently spending every spare cent of their meager, hard-earned wages in costly records.

"You would be surprised to know that some of these fellows, whom you would think had scarcely a cent and could barely afford to pay their living expenses, buy more records than some of our millionaires," said a well-known dealer recently. "Why, there is one man who comes in here regularly every week—he works on the street sweeping gang—and buys an opera record. And you know these come high. I am almost ashamed to take the man's money, for I feel he ought to give it to his family. He tells me he would rather hear music than eat, and judging from the money he blows in on his talking machine, it must be so. He is only one of the hundreds throughout the two cities. These Italians spend thousands of dollars a year in records; in fact, they spend \$10 to the other customers' one. Why, some of our millionaires who have talkers and music boxes that cost hundreds of dollars, are not in their class at all when it comes to blowing in money."

The Italian demands the best and highest class of music, barring Wagner, for it is proverbial that the Italian has not a veneration for the great German composer. "Lohengrin" and "Tristan" grate on his delicately attuned nerves, and he sees nothing to enthuse over or worship in the Nibelungen, as his more profound Teuton and English brother does. Neither does he go in much for ragtime or the more light, popular melodies. But he is in his element when he has Verdi or Mascagni, and to him there is nothing so fine or fascinating as "Il Trovatore" or "Cavalleria Rusticana." He buys records that contain the gems of these operas, and after his day's work in the ditch is over, he goes to his humble abode and while he dines on macaroni, spaghetti or bologna, soothes his ear with the delightful airs of the Italian masters of the divine art.

Many of these Italians have method in their madness in spending all their savings for records and machines. Thus many of them invite their friends and others to the house, and explain that for 5 cents the latest records of a favorite opera will be put on the talker. If there are 20 guests present the owner of the much-prized machine takes in \$1. Often 10 cents a head is collected for the whole evening's entertainment. In this ingenious way the white wing and the man behind the pick adds to his worldly wealth and pays for his expensive machine, and its more expensive pile of records.

JUDGE TOWNSEND'S DEATH.

Passing of a Great Jurist and Expert on "Talker" Cases—Judge Wallace's Retirement Marks the Departure of Another 'Phono Expert.

The death of Judge W. K. Townsoud, of the United States Circuit Court of Appeals, second circuit, which occurred Saturday, June 1, at his home in New Haven, Conn., chronicles the departure from the bench of a jurist whose name is familiar to the trade from his various decisions in the apparently endless litigation over talking machine devices. Next to Judge Lacombe, Judge Townsend has heard more arguments on patents of this kind than any other Federal justice in the country. He was a well-known writer on legal subjects, and his work, "History of American Law of Patents, Trade-Marks, Copyright," etc., is considered an authority. Judge Townsend was also professor of the law of contracts at Yale University.

Judge Wallace's retirement last month, the presiding justice of the Circuit Court of Appeals bench, also removes another well-known figure in talking machine patent adjudication. His recent dissenting opinion in the case of the Leeds & Catlin Co. against the Victor Talking Machine Co. was the means of taking this celebrated action to the United States Supreme Court for the final decree.

MULLEN WITH MCGREAL.

The Well-Known Talking Machine Man Takes Charge of McGreal Bros.' New Wholesale Branch at Cincinnati.

McGreal Bros., the well-known Edison and Victor jobbers of Milwaukee, have secured the services of W. A. Mullen as manager of their new wholesale branch they are opening at Cincinnati.



W. A. MULLEN.

Mr. Mullen, whose pleasant features are reproduced in this connection, is a talking machine man of experience and accomplishment. Part of his road experience was with the Universal Talking Machine Co., for whom he traveled for several years.

On June 1 he severed his connection with the National Phonograph Co., regretfully resigning his position as manager of detached Western districts for their commercial department in order to go with McGreal Bros. The latter chose Mr. Mullen from among ten applicants for the Cincinnati position, in itself a tribute to his ability and his impression-making power. He will devote most of his time during the first three or

four months to lining up dealers in the territory to be covered by McGreal Bros.' Cincinnati house.

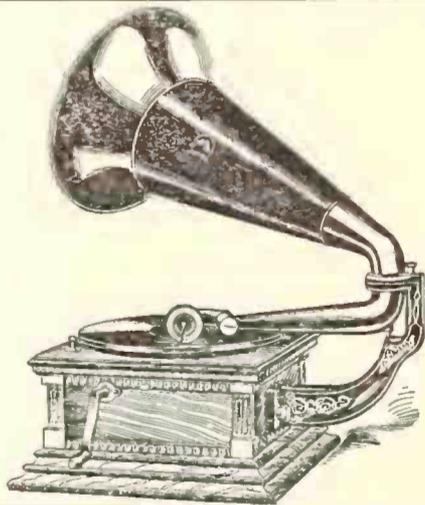
ROBERTS' NEW SPECIALTIES.

A Cylinder Record Basket and a Flexible Tube Holder, Which Are Worthy of Attention.

H. P. Roberts, dealer in commercial talking machines, at 320 Broadway, has just placed two specialties on the market, which are destined to win a large measure of favor. The first is a cylinder record basket to take the place of the old wood rack, which is cumbersome, and which has many drawbacks. The Roberts basket is just what the trade has been looking for, and as an office requisite will fill a long-felt want. The basket holds six cylinder cartons and is made of strong wire (tinned). It is compact, strong, durable and takes up one-third less space on a desk than the old wooden rack, besides matching the wire letter baskets now in general use. Another feature, each cylinder is kept in a cotton lined carton and protects them from any injury while being carried from one department to another. The second specialty referred to is Roberts' flexible tube holder, and it has the following points of merit that should appeal to every dealer. It supports the mouthpiece of the speaking tube in any position desired, leaving the hands free for handling papers during dictation. The carriage of the talking machine is free to move without reference to the position of the mouthpiece of the speaking tube, which remains stationary, and when dictation is finished the tube may be pushed back and out of the way, or may be instantly removed from the machine. The vision of the dictator is furthermore not obscured as where a horn is used, and the holder being flexible allows of the tube's adjustment to suit the convenience of the dictator.

The holder also removes all strain from the carriage of the machine, insuring perfect records and prolonging the life of the mechanism.

The New Jersey Sheet Metal Co., Newark, N. J., are making quite a hit with their new "Ajax" horn. This is constructed in seventeen pieces of carefully selected, rust-proof sheet metal, thus giving it surprising strength and eliminating all danger in shipping and handling. "The Ajax" is finished in light enamel and Japan colors, baked in special ovens, and is fade-proof. Herman Ringel, one of the partners, has just returned from an extensive western trip, having called upon all the leading jobbers through that territory. He booked many large orders and reports business exceptionally brisk.



Mr. Dealer:

If you want always to get the goods, send your orders to a house of exclusive

Victor Jobbers.

STANLEY & PEARSALL,

541 Fifth Avenue, N. Y.

DEALERS — Be Up to Date

Stop clinging to traditions and buying inferior **RECORDS** because they have a name.

Order the **IMPERIAL** and get the latest and best on the market at most advantageous prices to yourself.

SEND FOR LISTS AND PRICES

LEEDS & CATLIN COMPANY

New York

AN IMPORTANT DECISION

Just Handed Down Which Has a Direct Bearing on Repaired or Second-Hand Patented Machines—Establishes Precedent.

A suit recently decided by the United States Circuit Court of Appeals, second district, relative to the sale of repaired or second-hand patented machines at less than the contract price, will interest talking machine distributors, jobbers and dealers. The case is that of the National Cash Register Co., Dayton, O., against Grobert & Bauman, New York City, who repair and sell second-hand cash registers. These second-hand dealers have been buying second-hand machines and have repaired and altered them to suit the needs of their customers. In making the changes complained of the Circuit Court of Appeals has decided that these second-hand dealers have infringed the patent rights of the National Cash Register Co.

This is a very important decision not only to this company, but also to manufacturers whose talking machines fall into the hands of second-hand dealers. This decision clearly establishes a new and very important principle of patent law. Under this opinion it is not only an infringement for second-hand dealers to reconstruct patented machines, but it is also an infringement to use them.

MR. REYNOLDS ENTERTAINS AD-MEN'S CLUB.

(Special to The Talking Machine World.)

Springfield, Ill., June 9, 1907.

At a meeting of the Ad. Men's Club, held in this city recently for the purpose of planning a celebration in honor of Lincoln's one hundredth birthday anniversary on February 12, 1908, O. A. Reynolds entertained the club members with an excellent talking machine concert. An interesting and varied program was rendered, and the beauty of the music called forth words of praise from all present. A very neatly printed program was distributed by Mr. Reynolds, having on

the flyleaf an excellent reproduction of the famous Edison picture, showing an old couple enjoying the music of a phonograph.

DENHOLM & MCKAY CO.'S

Talking Machine Department in Worcester
One of the Finest in the State.

(Special to The Talking Machine World.)

Worcester, Mass., June 12, 1907.

The Denholm & McKay Co. here have just completed one of the handsomest talking machine departments in the State. For the past year there has been continuous and steady development of this department, which is under the management of Mr. Gorham. Mr. Gorham has shown in his management the good effect of a policy of geniality, courtesy and good generalship, in all of which he is past master. He is one of the pioneer talking machine men in New England and is probably the only man in the country who can boast of being able to call by name any record in the Columbia catalog by the mere mention of its number. The Denholm & McKay Co. carry a complete line of Columbia disc and cylinder goods, and in the new department they will carry all lines.

TAKING CLERKS INTO CONFIDENCE.

How the Manager of the Talking Machine Department Stimulated the Interest of His Employees by Treating Them as Thinking Beings—An Example Worth Following.

The manager of the talking machine department of a prominent music house recently gave us some facts to which he attributed the success of his department, and which are well worth the attention not only of managers, but of merchants generally. This buyer stated that, on taking charge of his department he found the clerks lacking to a woful degree alike in interest in its success or failure and in knowledge of the merchandise. He determined to change all this. To a certain extent he took the clerks

into his confidence, asking their advice and opinion before ordering stock, and giving them pointers about the value and character of the line. In a word, he got down from the high stool which his predecessor had occupied, and while placing himself nearer the clerks' level raised them to a higher one by treating them as reasoning and thinking beings. The result was a great increase in their sales and efficiency.

This is an example which may well be followed by department manager and merchant alike. In far too many cases the former holds himself aloof from the salespeople as if he belonged to a superior caste, whereas by mixing with them he would stimulate and encourage them, and would in turn obtain from them ideas tending greatly to his own success. The merchant who buys all or a portion of his own stock pursues a similar policy, though actuated by different motives. He fears to "let his clerks know too much" lest they give private information to his competitor. But he may rest assured that his competitor, if he wants this kind of knowledge, will obtain it in one way or another, while the risk of its being imparted is of far less importance to himself than is an efficient and ambitious staff.

J. E. SMITH WITH CHAS. H. DITSON & CO.

J. E. Smith, formerly with H. R. Eisenbrandt's Sons, Baltimore, Md., an experienced man, has been appointed sales manager of Charles H. Ditson & Co.'s greatly enlarged and handsomely equipped talking machine department, under the supervision of the Chesterfieldian H. L. Hunt.

EASTERN ASSOCIATION MEETS JULY 22.

By an oversight the Philadelphia convention of the Eastern Talking Machine Jobbers' Association, in April, named July 29 for their annual meeting, when the election for officers will be held. The date has been officially changed to a week earlier, namely, Monday, July 22, in New York City. Secretary Jacot will notify the members at the regular time.

YOU CANNOT REPAIR A TALKING MACHINE WITH POOR PARTS

We have given special attention to all our Repair Parts, and we Guarantee every part we sell.

You take no chance when
you send us your order

SEND FOR CATALOGUE

Nunca podra Ud. componer una maquina parlante con partes de reparacion malas

Hemos dado especial atencion a todos nuestros accesorios de reparacion, garantizando toda pieza de refaccion que vendemos.

En lo absoluto lleva Ud. peligro al
ordenar sus pedidos a nuestra casa

PIDASE EL CATALOGO

THE TALKING MACHINE SUPPLY CO.

A. P. PETIT, General Manager.

400 Fifth Avenue, New York, U. S. A.

OUR FOREIGN CUSTOMERS.

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

(Special to The Talking Machine World.)

Washington, D. C., June 8, 1907.

The figures showing the exports of talking machines for the past four weeks from the port of New York will doubtless prove of interest to manufacturers and dealers in this and foreign countries:

MAY 14.

Berlin, 124 pkgs., \$954; Bombay, 5 pkgs., \$780; 72 pkgs., \$2,222; Buenos Ayres, 3 pkgs., \$513; 427 pkgs., \$8,026; Callao, 2 pkgs., \$106; Calcutta, 4 pkgs., \$196; Colon, 4 pkgs., \$400; Genoa, 25 pkgs., \$298; Hamburg, 3 pkgs., \$501; Havana, 15 pkgs., \$696; 9 pkgs., \$852; 23 pkgs., \$1,575; Havre, 9 pkgs., \$300; Laguaira, 9 pkgs., \$985; Limon, 4 pkgs., \$193; Liverpool, 1 pkg., \$100; London, 2 pkgs., \$256; 94 pkgs., \$4,029; Manchester, 6 pkgs., \$236; Manila, 6 pkgs., \$399; St. Petersburg, 35 pkgs., \$1,880; Valparaiso, 3 pkgs., \$183; 6 pkgs., \$477; 1 pkg., \$243; Vera Cruz, 15 pkgs., \$582; 50 pkgs., \$679; Vienna, 10 pkgs., \$593.

MAY 21.

Auckland, 2 pkgs., \$313; Berlin, 212 pkgs., \$1,221; Calcutta, 8 pkgs., \$456; Colon, 8 pkgs., \$120; Havana, 24 pkgs., \$1,990; London, 57 pkgs., \$2,957; 5 pkgs., \$284; 2 pkgs., \$114; Montevideo, 2 pkgs., \$300; Rio de Janeiro, 17 pkgs., \$1,907; Santiago, 7 pkgs., \$139; Tampico, 7 pkgs., \$252; Vienna, 12 pkgs., \$194.

MAY 28.

Alexandria, 4 pkgs., \$104; Berlin, 24 pkgs., \$1,641; 101 pkgs., \$460; Bristol, 29 pkgs., \$163; Callao, 6 pkgs., \$2,904; Guayaquil, 7 pkgs., \$531; Havana, 6 pkgs., \$603; 45 pkgs., \$993; Havre, 53 pkgs., \$875; La Guaira, 9 pkgs., \$1,278; London, 45 pkgs., \$1,945; 522 pkgs., \$9,530; Manchester, 11 pkgs., \$458; Savanilla, 4 pkgs., \$126; Valparaiso, 6 pkgs., \$859; 4 pkgs., \$139; Vienna, 7 pkgs., \$261.

Some Facts Worth Considering

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

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

JUNE 4.

Bombay, 33 pkgs., \$531; Colon, 9 pkgs., \$233; Havana, 13 pkgs., \$493; 3 pkgs., \$100; Havre, 154 pkgs., \$801; 18 pkgs., \$630; Iquitos, 3 pkgs., \$207; Nassau, 4 pkgs., \$108; Para, 6 pkgs., \$335; Savanilla, 5 pkgs., \$463; Vera Cruz, 121 pkgs., \$3,059.

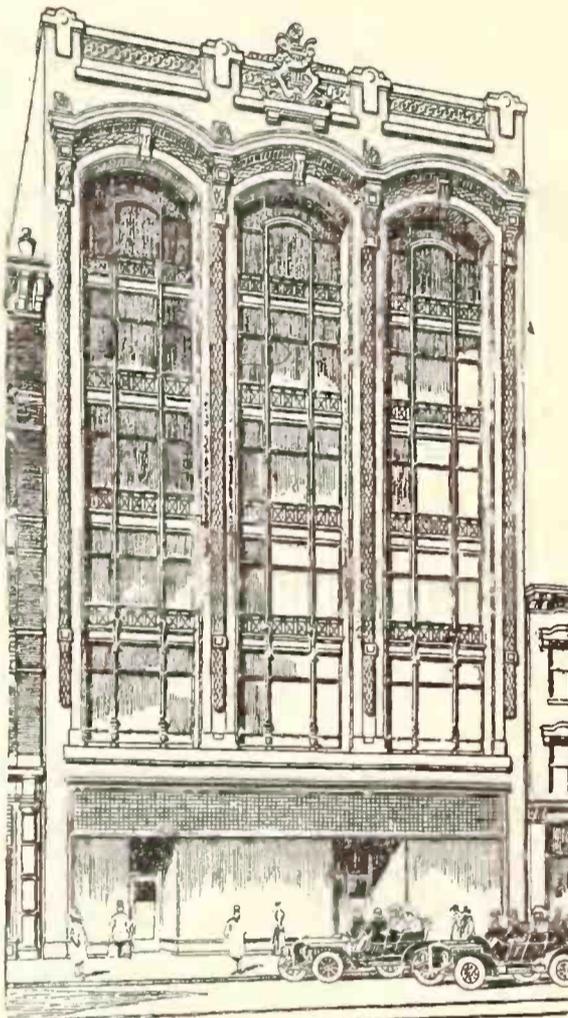
GRINNELL BROS.' NEW BUILDING

Will be One of the Finest Structures Devoted in Part to Talking Machines in the West.

(Special to The Talking Machine World.)

Detroit, Mich., June 10, 1907.

The excavating for the foundations of the new Grinnell Bros. building on Woodward avenue, near Clifford street, is practically completed, and contracts for the building itself have been let. The structure will be one of the handsomest in the city, ideally located for business, and will cost in the neighborhood of \$150,000. The real estate



THE NEW GRINNELL BUILDING.

is valued at \$300,000. The building will be 60 by 100 feet, six stories high, and the front will be almost entirely of plate glass.

The Woodward avenue front will present a striking appearance. A white-glazed terra cotta will be used in combination with green metal window frames and plate glass. The stories will be of unusual height, to make the building the more imposing.

The construction will be of steel and fireproof concrete, and among the many up-to-date features to be incorporated is a handsome recital hall.

A high basement will accommodate additional showroom space. The interior will be fitted up in a thoroughly artistic manner. A careful study is being made of the music stores throughout the country to insure the most up to date and attractive establishment of the kind in the country.

The elevator, cleaning and ventilating system will be of the most modern type. The building is expected to be finished in ten months.

As is well known, Grinnell Bros. are successful jobbers of both the Edison and Victor lines.

A. E. LOBLEY A RECENT VISITOR.

A. E. Loble, Auxetophone expert and traveling repairman for the Victor Talking Machine Co., Camden, N. J., who was in New York recently, is now in the New England territory. Later

he will visit the Western trade and then go South. Mr. Loble is quietly observing for the company how the jobbing trade looks after the repair end of their business, and especially how the Victor Auxetophone is being handled from a mechanical point of view. He is ready to offer his expert advice and assistance whenever solicited by Victor dealers and distributors. It will probably be August before Mr. Loble reaches the factory again.

SHOWED HOW HE VALUED THE MACHINE.

When an article is so precious that the struggle for its possession leads to murder, that is the final test of value, and a talking machine has passed the test of blood. On the northwest side of Chicago recently two men quarreled over the possession of a "talker." Michael Casey was the owner of a "Master's Voice" machine. His brother John came to call on him. For a while the brothers listened to Caruso and Scotti, and the Italian operas, until John, deciding to take the instrument home with him, arose to go. "You will leave that talking machine here," shouted the other. Hot words followed, and Michael, seizing a razor, slashed his brother's throat. The murderer was captured a few minutes later, as, blood-stained and disheveled, he was attempting to board a street car in Grand avenue.

PETITIONED INTO BANKRUPTCY.

The Winchell Co., dealers in small musical instruments and talking machines, who made an assignment last October for the benefit of their creditors to James M. Linscott, have been petitioned into voluntary bankruptcy at the instance of Nelson C. Rand, whose claim is for \$574 rent due on lease executed by the petitioner to the Winchell Co. for \$2,300 a year last October.

Howard Guey has bought out the business of H. E. Damon, dealer in Edison phonographs in Shushan, N. Y.

HOW TO PRESERVE YOUR Talking Machine Worlds

For some time past we have received numerous requests from subscribers for binders to hold the files of the paper, so that they would be convenient for reference purposes.

To supply this demand we have had a number of "Common Sense Binders" made, which will accommodate the Talking Machine World readers.

If you wish your Worlds filed always within reach, order a binder.

These binders are full cloth, with the title of the publication on the front in gold.

These will be supplied to subscribers, delivered to any part of the country for \$1.25.

BUSINESS DEPARTMENT

**The Talking Machine World
1 Madison Avenue
NEW YORK**

HORNS!

Our new colors and decorations are ready for your inspection and orders.



Searchlight Horn Co.

753-755 Lexington Avenue

Borough of Brooklyn

NEW YORK CITY

EPOCH-MAKING ROMANCE.

Introduction, Engagement and Courtship of a Los Angeles Girl by Phonograph.

What do you say to introductions, engagements and courtship, all by talking machine? "Her Lover's Voice" should be the title of this romance. For until weeks after she had learned to love him his voice was the only loved feature she could have recognized.

All this time they were three thousand miles apart—on opposite sides of the North American continent. She had never seen him, nor he her. Her photograph had never met his gaze, nor hers his. Up to the minute that she first heard "Her Lover's Voice" she didn't know that he existed.

That moment deserves to go down in the history of epoch-making romances, says a writer in the American. To her home in Los Angeles, Cal., came an express package from Washington, D. C. She opened the package and found a phonograph record—nothing else, nothing even to show who had sent it.

"I wonder who it is from?" she said, inspecting it from all points of view, as women frequently inspect envelopes addressed in a strange handwriting, oblivious for the moment to the obvious expedient of inquiring of the contents.

It suddenly occurred to her that phonograph records were to be interpreted through the medium of the phonograph mechanism, so she promptly put this one to the test.

"Gr-r-r, sc-r-ratch, sque-e-k, rattle," and then, in clear, familiar tones:

"Dear Idella—Permit me to present to you Mr. Seth Cabell Halsey, a nephew of United States Senator Daniel, of Virginia. He's a dear friend of ours, and awfully nice. Ever yours, Maud."

Then a pause, and then, in manly, resonant tones:

"I am happy to meet you, Miss Dotter."

With these manly tones ringing in her ears, Miss Idella Dotter went right out and talked into a phonograph:

"Dear Maud—If Mr. Seth Cabell Halsey is within hearing, this is for him: Very pleased to make your acquaintance, Mr. Halsey."

"Marked confidential," there followed a lot of questions about the owner of the manly tones, etc., etc. And when the record was ready, Miss Dotter sent it by express to Miss Maud Hunter, Washington, D. C.

That was the beginning. Mr. Halsey confided to Miss Hunter that Miss Dotter had the sweetest voice that had ever fallen on his ears. Sentiments of the same sort he also confided to a phonograph record, which he expressed to Miss Dotter's address in Los Angeles.

Miss Dotter, in a record addressed to Mr. Halsey, made admissions of a similar character. This launched a rapid fire phonograph correspondence, supplemented by another through the mails which facilitated an exchange of photographs.

But it was one of Mr. Halsey's phonograph records which contained his proposal of marriage. After due reflection, stimulated favorably by a frequent hearing of Mr. Halsey's phonograph love-making, Miss Dotter forwarded by phonograph the sweet-voiced "yes" that was little more than a whisper. Four days later she received a telegram from Mr. Halsey:

"Leave to-morrow for Los Angeles."

For Miss Idella Dotter the "law of compensation," so long dormant, was at last in full operation. On the very day that her lover's telegram came announcing his departure from Washington to join her in Los Angeles, the contest by relatives of the will of her mother leaving her \$100,000, was decided in her favor. After four years of dutiful self-sacrifice her reward, full and complete, was at hand.

There is as yet no formal announcement of the engagement of Miss Idella Dotter and Mr. Seth Cabell Halsey. In view of the startling novelty of a courtship by phonograph, the young woman has preferred to defer that detail until they have had opportunity for a little good old-fashioned courting.

THE NEW YORK PHONOGRAPH CO.

Elect Officers at Tarrytown on June 4—No Decision in Case Recently Argued.

The annual meeting and election of officers of the New York Phonograph Co. was held at Tarrytown, N. Y., their legal home office, June 7, resulting in the retention of the present staff. It will be remembered this is the concern who are now suing S. Davega, New York City, and several hundred other Edison jobbers and dealers in the state to enforce an alleged contract with the National Phonograph Co. relative to territorial selling rights. This case was argued before Judge Keogh, Supreme Court, special term, Westchester county, May 18, at the rooms of the New York City Bar Association. Decision was reserved and is now looked for daily. Judge E. M. Hatch and C. L. Buckingham appeared for the defense, and S. F. Heyman and State Senator Cohalan for the complainants. Progress was therefore reported to the N. Y. P. Co. on this case at the foregoing meeting.

A HANDSOME "MEGA" BOOKLET.

E. A. & A. G. Schoettel, makers of fibre specialties, Maspeth, Queens County, N. Y., are sending out a very pretty folder containing illustrations and descriptions of their Mega flower horn in crimson, magenta, old rose, violet, royal blue, and a decorated flower Mega in the same color. The fact that the illustrations are virtually facsimiles of the horns themselves makes this folder of especial interest to dealers, particularly to outside men who reach customers on the road.

MARCONI PHONOGRAPH CO. FORMED.

The Marconi Phonograph Co., Portland, Me., have incorporated, with a capital of \$10,000 for the purpose of engaging in the manufacture and sale of talking machines. Incorporators: President, W. P. Carr, treasurer; J. W. Dunn; clerk, W. E. Chapman, all of Portland, Me.

Northwestern Dealers

TRY US

WE ARE

JOBBERs and DISTRIBUTERS

EXCLUSIVELY OF

EDISON

VICTOR

Phonographs

Talking Machines

and Supplies

MINNESOTA PHONOGRAPH CO.

LAURENCE H. LUCKER

505-7-9-11 Washington Ave., So.,

MINNEAPOLIS, MINN.

FAVORABLE REPORTS FROM CLEVELAND.

Regarding the Business for the Past Four Weeks—The Gaumont Chronophone Exhibited—Wm. McArthur a Visitor—The Eclipse Music Co. "At Home" in Their New Quarters—Roberts, Gulley and Buescher Report a Big Call for Red Seal Records—The Usefulness and Importance of the Commercial Graphophone Discussed by Manager Jones.

(Special to The Talking Machine World.)

Cleveland, O., June 9, 1907.

Notwithstanding the unusual, unseasonable, disagreeable weather throughout the entire month of May the talking machine business was good, and generally compared favorably with that of the same month a year ago. Trade has been satisfactory, and a growing demand for higher grade instruments and records is a noticeable fact. The June records are highly spoken of both by dealers and customers.

It is quite natural to blame something or some one if a man or boy goes wrong. Moving picture shows are blamed by the father of a sixteen-year-old boy for his alleged downfall. The father sent him to the bank with \$250, since which time he has neither seen nor heard of him. The mother of another boy, thirteen years old, has reported him missing, with \$60, alleging that he was a frequenter of the moving picture theaters.

The Gaumont chronophone, of which much had been written and expected, has had its premier in America at the Family Theater. The little playhouse has been beautifully decorated and fitted up for the accommodation of patrons who wish to witness its unique performances. The simultaneous operation of moving pictures and the talking machine is marvelous. After witnessing the chronophone one is impressed with the belief that the day is not far distant when complete automatic records of great operatic and dramatic performances will be available. The theater is proving an immense attraction.

William McArdle, representative of the Hawthorne & Shible Manufacturing Co., Philadelphia, was a visitor to the city May 30, leaving here June 1 for Detroit. He secured several good orders for horns and talking machine supplies.

The Eclipse Musical Co. are getting settled in their new quarters in the Erie Building. Moving the stock from the old place, putting in place thousands of shelves, and placing the new stock coming in by the carload, was quite an undertaking, but order is coming out of the chaotic conditions, and there will be a place for everything and everything in its place. The company now have in a large stock of machines, cabinets, records and horns; in fact, an entire line of talking machine supplies. Mr. Towell, president, said the wholesale business during the past month had been very satisfactory.

The Columbia Phonograph Co. report business as exceptionally good for this time of the year. Mr. Probeck, manager, said the May trade was fine, better than the month a year ago. Records and the better grade of machines, he stated, were selling well, and that the prospects were excellent.

"Business is good, and May has averaged up with any month this year," said W. J. Roberts, Jr. "During the past week we made sales of two Victrolas, which was pretty good, considering the unfavorable weather. My fiscal year closed June 6, and I am well satisfied with results, which surpassed expectations. Judging the future by the past, my second year's business will prove all that one could hope for. The June records, especially Red Seal, are selling well, and everybody is pleased with them."

Collister & Sayle are giving more attention to bicycle and sporting goods than to the talking machine trade. Except in the sale of records they said business was rather dull, as usual, at this season. They handle the Victor machines and records.

Trade during the past month was reported fairly good by Hugh Gulley. "Sales of machines," said Mr. Gulley, "have been rather slow, but the large increase in sales of Red Seal records has more than made up for the falling off in sales of machines. The backward season has undoubtedly affected trade, but when the weather

gets settled I look for a good summer's trade."

W. H. Buescher & Son are very busy in both the Victor and Edison departments of their store, though Mr. Buescher stated business was a little quiet, as is usual at this season of the year. Sales of machines, he said, were averaging well, and that there was a big demand for the new Victor Red Seal records.

Flesheim & Smith report an excellent demand for Zonophones, and say trade continues very fair, considering the season and unpropitious weather. "We are selling a good many machines," said Mr. Smith, "and the sales of records is large and constantly increasing, and what is especially gratifying to us is that purchasers are all pleased with the Zonophone."

Discussing the usefulness of the commercial graphophone, H. E. Jones, manager of that department of the Columbia Phonograph Co., said: "The commercial graphophone continues to forge ahead. During last month a number of additional business houses tried out and purchased our equipment and system of handling correspondence, and it is the universal experience that those houses and business men who try the machines very soon come around to the point of wondering how they have for so many years got along without this convenient time-saving method. May produced the largest month's business since the establishment of this department, over a year ago, and the present outlook for June is quite favorable for outdoing even this remarkable record. If it were not for that conservatism which is so universally found among established business houses, which makes them cling persistently to old methods, as against those that are possible, the commercial graphophone would hardly require the services of a salesman to successfully introduce it. However, most of the enterprising, progressive business houses in this locality are investigating and adopting the system, satisfied it is the modern way of transacting business."

It is rumored that a wedding, the parties to which are identified with the talking machine trade, is soon to take place, and is the result of a rather romantic meeting. The young people are well known in musical circles, and the gentleman claims he has an unbroken record of records.

MUSIC PUBLISHERS HELPED

Through the Use of Talking Machines by the General Public—Publications Become Popularized, Hence Are Big Sellers.

"The talking machine trade is greatly helping our business," said a large publisher and importer of sheet music to The Talking Machine World recently. "The owners of these instruments are continually hearing new songs and compositions which they desire to own, and reproduce on their pianos. They go to the nearest dealer and buy it if he has it, which oftentimes he has not. Some of the selections called for are very hard to find on the American market, and it is not unusual for us to import some piece of music to which a phonograph owner has taken a special fancy. I now secure all the catalogs and monthly bulletins published by the various companies, and if we do not carry them in stock locate them so as to be able to secure them at the shortest possible notice. The talking machine is doing more to create a love for music than any instrument ever invented, and I know of several professional singers who have them so that they can study the methods of the great singers secured to make the records."

ECKHARDT TO ATTEND CONVENTION.

The Wholesale Manager of the Columbia Co. Will Attend Jobbers Reunion at Chicago—Messrs. Lyle and Eckhardt to Europe.

General Manager Lyle and W. L. Eckhardt, of the wholesale end of the Columbia Phonograph Co., General, who was to have gone to Europe June 25, were obliged to defer his trip until later, owing to the departure of President Easton on the 12th. Mr. Eckhardt will be present in Chicago at the meeting of the Central States Talking Machine Jobbers' Association on the 17th and 18th inst., and will also stay over for the conventions of piano manufacturers and dealers the latter part of the same week. At the Columbia store, 88 Wabash avenue, there will be displayed during this strenuous period the company's piano and upright hornless cabinet machines, and also the new tone horn cylinder machine.

The following are late additions to the jobbing list: Southern Vitascope Co., Atlanta, Ga.; Osgood Co., Boston, Mass.

Though the National Phonograph Co. have a number of crack salesmen in the Middle West. J. W. Scott, who travels New England, is said to top them all in the number of new Edison dealers created.

To All Talking Machine Dealers

YOU buy Screws, Studs,
etc., for repair work.

Why Not Try Us for Prices

Remember, we make only to Specifications or Samples, which you must send in

THE WALLACE BARNES COMPANY
BRISTOL, CONN.

JOKE WAS ON JONES.

A Humorous Incident in Connection With an Outing of a Party of San Francisco's Smart Set—A Story Worth Reading as It Is Now Going the Rounds of the Pacific Coast Clubs.

An amusing incident took place recently on one of the houseboats anchored off Belvedere, a town situated on the Bay of San Francisco. The owner of the ark, a wealthy member of San Francisco's smart set, had invited a number of his male cronies to participate in a jinks to be held on board.

The night selected for the jinks was ideal in every respect. The moon shone over the waters in splashes of silver, and the houseboat rose and fell on the bosom of the tide with a gentle swaying motion that was soothing to the tired senses.

It was a typical gathering of congenial spirits—artists, musicians and men-about-town. Some had won local prominence in the realm of song and story. Others were there who lead a more prosaic existence; models in the community, of dignity and prudence. They, however, like their fellows, dearly love a good time; away from the vulgar gaze of an unappreciative public, forgetful of the cares that infest the day. Clubmen all, with that dash of bohemianism in their make-up that keeps one ever young.

Such a man was Jones, for so we will call him—a portly bachelor of mature age, with a "heart as big as a mountain." He was a prince of good fellows, and on this occasion entered heartily into the spirit of the hour, gamboling about the deck with all the abandon of a youth of twenty.

It was a revelous night, not soon to be forgotten. At two bells the fun was at its height. At four it still continued. Song followed story and story song, punctuated anon by the popping of corks and the sizz of sparkling Cluquot. There were cold bottles galore and hot birds a-plenty. Baptiste was an admirable chef. He certainly was a wonder.

The gray of the approaching morning was tipping the Berkeley Hills as the host, calling his friends around him, thus addressed them:

"Gentlemen, as many of you are aware, it has been my custom for years, on occasions such as the present, to retain some memento that may be preserved for all time and be to me in the winter of my life a pleasant reminder of many happy hours spent in old Bohemia. Here is a phonograph that has been a faithful companion at many jolly gatherings, voicing the songs and stories of absent friends, several of whom have passed to 'The Great Beyond.' In the seclusion of my abode, I often turn to it for consolation, and it never fails me. Upon the virgin surface of this cylinder, which I hold in my hand, no sound has ever left its impression. Its waxen face, responding to the vibrant pulse of life, will record the very thought expressed in song that has brought us all together. And now, gentlemen, that I may secure a reminder of this pleasant hour, I call upon one whom we love and admire, one whose heart never falters at the call of good fellowship, to breathe forth the melody of his voice into this horn that ope's to receive it even as does the flower it portrays extends its graceful petals at morn to drink in the crystal dew. A toast to Brother Jones, for he's a jolly good fellow."

Although the response was somewhat inarticulate, the vehemence with which it was given left

no doubt of Jones' popularity. He was then escorted with due solemnity to the phonograph.

"Boys, you overpower me with the ardor of your greeting. I am indeed too full for utterance. I am no nightingale, as you know, but I will do my best to sing one verse of that good old song, dear to the hearts of true Bohemians—'Auld Lang Syne.'"

Amid a silence broken only by the whirr of the revolving cylinder, Jones placed his mouth close to the horn, and commenced to sing. So earnest was he in his effort to record every word of the song, that he almost snapped his vocal cords asunder while his face assumed a ruddier hue. For a while he seemed threatened with convulsions.

When he had finished the silence that ensued was painful in the extreme. Not one of his hearers lifted his voice in approval, not one clapped hands in applause. The whirring, scratching, grind of the cylinder was all that broke the solemn stillness. For a moment he paused, then turning to his audience with embarrassment and chagrin plainly stamped upon his countenance, he started to move away. Suddenly from the bowels of the phonograph a deep, sepulchral voice, burdened with pain and remorse, and embodying in its tone the agony of the lost, groaned forth in anguish: "Is that the best you can do? Oh, Lord! That's rotten!"

Amid the yells that greeted this sally it is said Jones fainted. The renewed sounds of popping corks, however, quickly revived him.

And now the story is going the rounds of the clubs. It was too good to keep. Jones was the victim, but he took his medicine like a little major. He has already arranged for dinners for the crowd at the "Poodle Dog." How could he do otherwise? The joke was on him, but he swears he'll get even, and who would blame him. Would you? EUGENE J. DAVIS.

J. N. BLACKMAN'S NEW AUTOMOBILE.

J. Newcomb Blackman, the popular president of the Blackman Talking Machine Co., is nothing if not progressive. Always an admirer of the "benzine buggy," he has recently purchased a brand-new touring car, in which to visit the trade in the vicinity of New York. It is said that the car has such speed that it takes two men to watch it pass—one to say, "Here it comes," and the other, "There it goes." However, it enables Mr. Blackman to avoid the uncertain and comfortless railroad trains and combine the pleasures of motoring with the more serious business of capturing the dealers' orders. Following the lead of other business houses the Blackman Co. will close up shop at 1 p. m. on Saturdays during the summer months.

VICTOR SOUVENIR PIN.

The Victor Talking Machine Co. are distributing, through their dealers, a neat souvenir pin with the picture of the Victor dog in the well-known "master's voice" pose. The face of the pin is of celluloid, and the picture is reproduced in colors.

W. A. Lawrence, of the Standard Metal Manufacturing Co., 10 Warren street, New York, will be in Chicago during the Jobbers' Convention, making his headquarters at the Auditorium Annex. It is said that he has something entirely new in horns to offer the trade.

TO REVIEW LITIGATION.

United States Supreme Court Grant Request of Leeds & Catlin Co. in Suit of Victor Talking Machine Co., to Pass Upon Rulings of Lower Courts Anent the Validity of the Berliner Patent.

(Special to The Talking Machine World.)

Washington, D. C., May 28, 1907.

Before adjourning until Oct. 14, the United States Supreme Court to-day granted the writs of certiorari, submitted by Leeds & Catlin Co., New York, through their attorney, Louis Hicks, on May 13. The motions, on which argument may be heard, as they now have a standing in the court, before the close of the year, are to review the validity of the Berliner patent, as adjudicated by the United States Circuit Court of Appeals, second circuit, and also the contempt of court order originally granted by Judge Lacombe in the Circuit Court and subsequently sustained by the Court of Appeals, Judge Wallace, the presiding justice, dissenting, and in which they were fined \$1,000 for violating an injunction. The Victor Talking Machine Company, Camden, N. J., the owners of the Berliner patent, are the defendants in error, and are represented by Horace Pettit, Philadelphia, Pa. The foregoing action of the highest court in the land is regarded by their counsel as a distinct victory for the Leeds & Catlin Co., plaintiffs in error. At any rate, it represents the final step in the bitterly contested litigation that is fraught with interest to the entire trade.

MR. MILLER WILL TAKE REST CURE.

H. K. Miller, who for some time past has been representative for the National Phonograph Co. on the Pacific Coast, has been compelled to retire from business on account of nervous breakdown. He will retire for the summer to some small town in New York state where he can get close to nature and will not consider a business proposition for some months.

At an auction sale of securities held in New York recently two bonds of the Edison United Phonograph Co., having a face value of \$36,000, were sold for \$100.



NYOIL FOR PHONOGRAPHS

We have for 40 years been producers of Delicate Oils for Watches, Clocks and Chronometers, and we offer NYOIL as the most delicate and effective article ever produced for the use of Phonographs.

W. F. NYE
New Bedford, Mass., U. S. A.

It's Our Move

Increasing business forces us to secure larger and more modern quarters at

No. 33 South Ninth Street

It's Your Move—Write us about our big sellers.

MARCONI VELVET-TONE RECORDS, ETC.
PETMECKY NEEDLES

LEWIS TALKING MACHINE CO. - - Philadelphia, Pa.

SPECIAL TO THE TRADE!

FOR 30 DAYS ONLY—These 1907 Song Hits at 10c. per copy, or \$10.00 per hundred:

"Every One Is In Slumberland But You and Me"
"Twinkling Star"
"Sweethearts May Come and Sweethearts May Go"
"Where The Jessamine Is Blooming, Far Away"
Instrumental—Paula Valse Caprice

It will pay you to keep in touch with us. Write to-day!

THIEBES-STIERLIN MUSIC CO.
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Leading Jobbers of Talking Machines in America

OLIVER DITSON COMPANY

Are the largest Eastern Distributors of
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Orders from Dealers are filled more promptly, are packed better, are delivered in better condition, and filled more completely by this house than any other house in the Talking Machine business, so our customers tell us.

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Southwestern Headquarters for
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We are Specialists of long experience and guarantee satisfactory service
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KNIGHT JOBBER ZON-O-PHONES

10,000 records, needles, horns, cranes, cases, cabinets. Mail order specialist.
211 No. 12th St. ST. LOUIS, MO.

Peter Bacigalupi & Sons

SAN FRANCISCO, CAL.
WHOLESALE 1021-23 Golden Gate Ave. RETAIL 1113-15 Fillmore St.

JOBBERS Edison, Zonophone
DEALER Victor

All Kinds of Automatic Musical Instruments and Slot Machines.

You Can Get Goods Here
**EDISON VICTOR
JOBBER DISTRIBUTORS**

Our wholesale depot is a mile from our retail store. Records are not mauled over for retail customers and then shipped out to dealers. Dealers buying from us get brand new goods just as they come from the factory.
McGREAL BROS., Milwaukee, Wis.

Have you a meritorious article you want "pushed" in Mexico? We are Edison jobbers; twenty years' experience in the country. Address

The WARNER DRUG CO.
Torreon, Coah., Mex.
Apartado 163

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.
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BABSON BROS.

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Special attention given DEALERS only, by G. M. NISBETT, Manager, Wholesale Department.

LARGEST STOCK OF EDISON PHONOGRAPHS AND RECORDS in the U. S.

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Victor and Zonophone Distributor
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PITTSBURG PHONOGRAPH CO.

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

Southern California Music Co.

EVERYTHING FOR TALKING MACHINES
Edison and Zon-o-Phone Jobbers
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NEW ENGLAND JOBBER HEADQUARTERS EDISON AND VICTOR

Machines, Records and Supplies.
THE EASTERN TALKING MACHINE CO.
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Minnesota Phonograph Co.

ST. PAUL MINNEAPOLIS
37 E. 7th Street 518 Nicollet Avenue
Edison Phonographs and Records
ALL MACHINES, RECORDS AND SUPPLIES
Write for Prices on Supplies.
Orders filled same day as received.

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Edison & Victor
MACHINES, RECORDS AND SUPPLIES
Quickest service and most complete stock in Ohio

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Jobbers of Edison Phonographs and Records.
Best deliveries and largest stock in New Jersey

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RECORDS AND SUPPLIES.
LARGEST STOCK, QUICKEST SERVICE. 714 Prospect Ave., Cleveland, O.

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Mira and Stella Music Boxes.
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Distributor
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PACIFIC COAST DISTRIBUTORS OF

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STEINWAY PIANOS—LYON & HEALY
"OWN MAKE" BAND INSTRUMENTS
Sherman, Clay & Co. San Francisco Portland
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PERRY B. WHITSIT L.-M. WELLER
PERRY B. WHITSIT CO.,

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Edison Phonographs and Records **JOBBER** Victor Talking Machines and Records

Edison Phonographs

Victor Talking Machines
Southern Representatives for
Topham's Carrying Cases; Herzog's Record Cabinets; Searchlight, H. & S. Tea Tray and Standard Metal Co.'s Horns and Supplies.

SOL BLOOM

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3 E. 42d Street, New York

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Kaiser's Illuminated Signs for Edison, Victor and Columbia Records.
32 East 14th St. New York City.

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WHOLESALE DISTRIBUTORS
EDISON Talking Machines RECORDS & SUPPLIES VICTOR

Place your name on our mailing list. We can interest you.

923 Market St., Philadelphia, Pa.

IF YOU'RE IN WESTERN MICHIGAN it will be money in your pocket to order

Victor Machines and Records

JULIUS A. J. FRIEDRICH
30-32 Canal Street, Grand Rapids, Michigan
Our Motto: Quick Service and a Saving in Transportation Charges

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 July list.

Leading Jobbers of Talking Machines in America

Business Developers

SOLE IMPORTERS OF
**Low-Priced Cylinder
Phonographs**

IMMEDIATE DELIVERIES FROM
NEW YORK STOCK
THE EDWIN A. DENHAM COMPANY, Inc.
498-500 Broadway
LONDON NEW YORK BERLIN

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

THE OLDEST TALKING MACHINE HOUSE
IN PENNSYLVANIA
C. J. HEPPE & SON
1115-1117 Chestnut St.
PHILADELPHIA, PA.
EDISON and VICTOR A Stock that
GOODS and ALL ACCESSORIES is always
Complete

Lewis Talking Machine Co.
15 South 9th Street, Philadelphia, Pa.
Columbia Jobbers
SUPPLIES OF EVERY DESCRIPTION
Give us a trial on your next month's Record
order.

C. B. Haynes W. V. Youmans
C. B. HAYNES & CO.
Wholesale Distributors
Edison Phonographs and Records
All Supplies
602-604 E. Main St. RICHMOND, VA.

Paste This Where You Can Always See It!

MR. DEALER:

We refer all Talking Machine inquiries coming from towns where we are represented by dealers to the dealer or dealers in that town.

VICTOR and EDISON JOBBERS

Lyon & Healy
CHICAGO

KOHLER & CHASE

Oakland, Cal. Seattle, Wash.

JOBBER OF ZONOPHONES
—AND—
EDISON PHONOGRAPHS

WE claim Largest Stock and Best
Service, and are willing to
"SHOW YOU."

F. M. ATWOOD

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THE NEW TWENTIETH CENTURY TALKING
MACHINE CO.

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Talking Machines and Records. The Biggest
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COLUMBIA MACHINES and RECORDS

Also Athletic Goods, Fishing Tackle and Cutlery

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VICTOR DISTRIBUTORS

Our stock is complete. Orders filled the same day
as received.

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 July list.

SOME STRIKING PUBLICITY

Originated by the Chattanooga Phonograph Co.
During the Elks Carnival Recently Held in
That City—Wide Notice Attracted.

(Special to The Talking Machine World.)

Chattanooga, Tenn., June 7, 1907

The Chattanooga Phonograph Co., 929 Market street, took advantage of the Elks' carnival recently held in this city to advertise the Columbia graphophones in an original and striking manner. In the parade they were represented by a handsome trap bearing a mahogany graphophone with a big flower horn and drawn by four white horses. F. H. Atlee, president of the company, was in charge of the turnout, and saw that the music of the latest and finest records was dispersed to the crowds. The newspaper advertising of the company during the carnival called attention that the B. P. O. E. of the Elks also stood for the Best Talker on Earth! and that is the Columbia Graphophone.

Although starting business only six months ago the hustling proivities of the staff have forced the company on to success and the future is full of promise.

DOUGLAS BASEBALL CLUB

Cutting a Swath on The Diamond This Season.

Owing to the deep interest taken in the Douglas Baseball Club, representing the Douglas Phonograph Co., 89 Chambers street, New York, by Charles V. Henkel, president of the company, and the liberal manner in which the firm has treated the club, and through the untiring efforts of Charles Kelly, their manager, who is at the head of the shipping department, the team this season made its appearance in brand new uniforms of

Yale gray with maroon trimmings and with coats of the same shade, but with bright red trimming.

The following is the schedule of games played and booked up to the present time: April 7, at Dexter Park, Douglas Baseball Club, 9; Highland, A. C., 2. April 14, at Dexter Park, Douglas Baseball Club, 5; Highland A. C., 5 (ten innings). April 21, at Ridgewood, Douglas Baseball Club vs. Seminole, forfeited. April 28, at Hicksville, L. I., Douglas Baseball Club, 9; Hicksville A. C., 6. May 5, at Marion, N. J., Douglas Baseball Club, 7; Marion Field Club, 10. May 12, at Cedarhurst, Douglas B. B. Club, 7; Cedarhurst F. C., 4. The following games are to be played: May 19, Hawthorne A. C., at Flatbush, L. I.; May 26, Hicksville A. C., at Hicksville, L. I.; May 30, Cold Spring A. C., at Cold Spring Harbor, L. I.; June 1, Parkway A. A., at Orange, N. J.; June 2, Colonial A. C., at Flatbush, L. I.; June 8, Greenport A. C., at Greenport, L. I.; June 23, Independent F. C., at East Rutherford, N. J.; June 29, Northport A. C., at Northport, L. I.; June 30, Manhasset A. C., at Manhasset, L. I.; July 4, Cedarhurst F. C., at Cedarhurst, L. I.; July 6, Seminole A. C., at Springfield, L. I.; July 7, Hatters' A. C., at Peekskill, N. Y.; July 13, Oyster Bay A. C., at Oyster Bay, L. I.; July 21, Hicksville A. C., at Hicksville, L. I.; August 10, Village Club, at Sayville, L. I.; August 24, Seminole A. C. at Springfield, L. I.; September 2, a. m. and p. m., Silver Lake A. A., at Silver Lake, N. J.

An interesting feature of the Douglas games is that they print a very neat folder for the score card, showing the batting order of both teams, giving the teams at whose ground they play a notice thereon of their next game; also an advertising notice of their nearest dealer to the place they play; likewise showing a large cut of the interior of their store at 89 Chambers street. These cards are distributed at all grounds wher-

ever the Douglas team play their interesting games.

The ever popular John Kaiser, the sales manager of the house, is now a converted rooter for the team. It seems he owns a deed for a plot in a cemetery at Hicksville, and when he learned the boys were to open up the season there, and knowing the reputation of the strong Hicksville bunch, whenever the opportunity arose, he flourished the deed for the plot and vowed he was going to bury the boys up there if they lost; but



THE DOUGLAS BASEBALL TEAM.

at the end of the game, with the final score of 9 to 6 in favor of the Douglas boys, "Poor John's" manly form could be seen down the road making a straight line for the hotel with the Hicksville deed in one hand, and wiping his lips with his other hand in "anticipation." Since then "Our John" swears by the "Douglas bunch."

The club have a few more dates open and would be pleased to hear from all strong uniformed out-of-town teams, particularly in the music trade. For any information regarding games, etc., communicate with Charles Kelly, manager, 89 Chambers street, New York City.

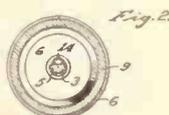
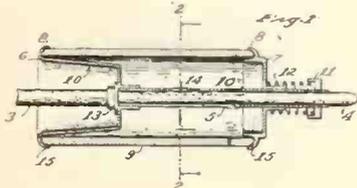
LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Specially prepared for The Talking Machine World.)

Washington, D. C., June 7, 1907.

PHONOGRAPH RECORD HOLDER. Thomas V. Skelly, Chicago, Ill. Patent No. 854,002.

The main objects of this invention are to provide an improved holder for the record cylinders of phonographs and other devices for recording and reproducing vibrations; to provide a holder which will permit the record to be freely handled without touching the recording surface, and which will serve as a protector for the record when it is removed from the machine; to provide a holder of this class on which a record may be permanently mounted and which may be readily slipped upon the record supporting mandrel

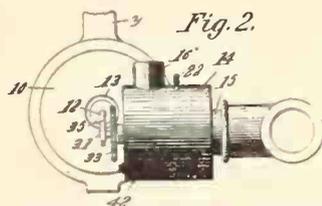
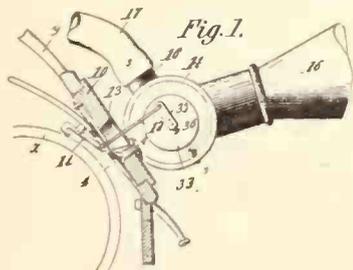


of the machine and will then serve as a drum for supporting the record in the machine; and to provide a holder which will permit the record to freely contract or expand through temperature changes without danger of breakage either when the record is on the machine or when it is removed therefrom, thus avoiding the cause of most of the breakage of phonograph records. Phonograph records are usually broken through being forced too tightly upon the supporting drum, or from contraction when chilled while on the drum or from accidental blows during the handling of the records. These objects are accomplished by the device shown in the accompanying drawings, in which

Fig. 1 is a longitudinal section of a phonograph record holder constructed according to this invention, and showing a cylindrical record in position thereon. Fig. 2 is a transverse section of the same on the line 2-2 of Fig. 1.

SOUND-WAVE INTENSIFIER. Harlie Ogden Putt, Millbury, O. Patent No. 852,615.

This invention relates to sound reproducing apparatus, and has for its principal object to provide means whereby comparatively weak sound waves may be magnified, the invention being applicable to sound reproducing machines of the phonograph, graphophone or gramophone type,



as well as to different forms of sound transmitting devices, such, for instance, of megaphones, speaking trumpets and the like.

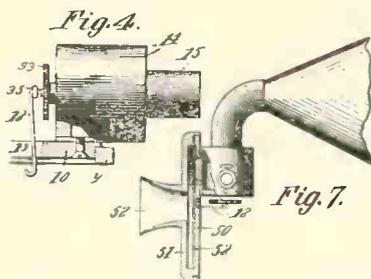
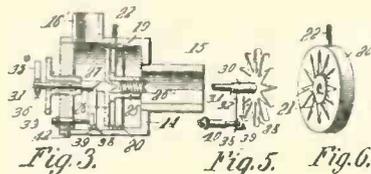
A further object of the invention is to provide a mechanism whereby the comparatively feeble vibratory movement of a reproducing stylus or diaphragm may be employed to control the flow of a fluid under pressure in such manner that the fluid will follow precisely the movements of the stylus or diaphragm and produce sound waves of much greater intensity than would be possible where the reproducing means acts directly on atmospheric air at normal pressure.

A still further object of the invention is to

provide a mechanism in which the flow of a body of fluid under pressure is controlled through the action of a sound wave record or directly by a diaphragm or other body receiving motion from sound waves.

A still further object of the invention is to provide a sound wave magnifying apparatus in which numerous short blasts of a fluid under pressure may be directed against the atmospheric air, the duration and intensity of the blast being under the control of the reproducing stylus of a phonograph or like machine, or under the control of a diaphragm or other body that is operated by sound waves.

In the accompanying drawings Fig. 1 is an elevation, partly in section, of a sound reproducing and magnifying apparatus constructed in accordance with the invention, showing the application of the same to a cylindrical record sound reproducing machine. Fig. 2 is a front elevation of the same. Fig. 3 is a sectional elevation of the device on the line 3-3 of Fig. 1. Fig. 4 is an elevation of the device, partly in section on the line 4-4 of Fig. 1. Fig. 5 is a detail perspective view of the valve which is actuated by the reproducing stylus. Fig. 6 is a similar view of the



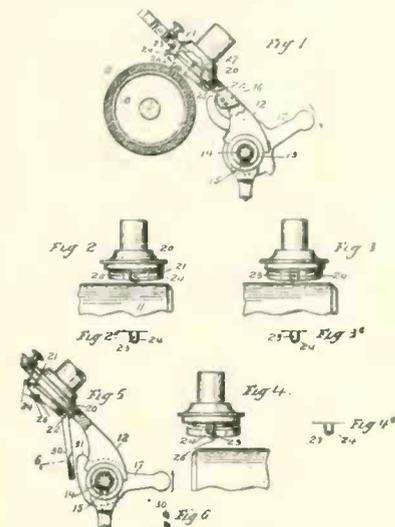
valve seat. Fig. 7 is a view, partly in section, illustrating the application of the invention to a megaphone or trumpet.

Similar numerals of reference are employed to indicate corresponding parts throughout the several figures of the drawings.

PHONOGRAPH. William W. Rosenfield, New York, N. Y. Patent No. 849,086.

This invention relates to improvements in phonograph reproducers. It is well known that

in phonographs in which the reproducing point is moved laterally of the record by means of a feed-screw or other means other than the record groove itself, as in the common type of cylinder machines, difficulty has been encountered heretofore by reason of the existence of more or less lost motion in the driving means or connections by which the reproducer is given its movement laterally of the record groove or longitudinally of the record mandrel. In such machines the connection between the reproducing point and the diaphragm of the reproducer is usually such as to permit some lateral movement of the reproducing point independently of and relatively to the diaphragm, so that the reproducing point may automatically adjust its position with relation to the record groove, and in order



to avoid any difficulty due to irregularity of the record surface the reproducing point in a well-known type of reproducers is carried by a lever connected with the diaphragm and pivotally mounted on a weighted or spring-pressed member or device which is capable of moving toward and from the diaphragm and acts as a retarding device, the inertia of which will not be overcome by quick vibrations corresponding to the sound-waves to be reproduced, but which will be moved by and take up the slower movements of the reproducing point due to irregularities in the record surface. Such retarding device is also usually mounted so as to be capable of some lateral movement relatively to the diaphragm, being usually pivoted at one side of the diaphragm and its lateral movement, which is then a swinging movement about its pivot, limited by means of a pin extending into a loop at the other side of the diaphragm, which loop also forms a supporting means for the retarding device when the reproducer is moved to carry the reproducing point

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off the record. By reason of the lost motion above referred to in the means for feeding the reproducer over the record in starting the machine after the reproducing point has been brought into engagement with the record the rotation of the record cylinder will cause the reproducing point to be moved forward somewhat before the forward movement of the carrier begins, and in making such independent lateral movement the reproducing point will cause a corresponding movement of the retarding device relatively to the diaphragm. Such independent lateral movement of the reproducing point and of the retarding device will be more or less according to the amount of lost motion in the reproducer driving means and according to the position of the driving devices and connections before starting and will always be a relatively small amount; but any such movement whereby the reproducing point is moved out of its normal position relatively to the diaphragm is undesirable, and frequently such movement will be sufficient to cause the pin on the retarding device to come into engagement with the side of the supporting loop, thus interfering with the free movement of the retarding device.

The object of the present invention is to avoid the above difficulty due to lateral movement of the reproducing point and of the retarding device relatively to the diaphragm in starting, and this difficulty is avoided in accordance with the invention by providing means whereby the reproducing point and retarding device, when such device is used, is shifted slightly backward relatively to the diaphragm when the reproducing point is off the record, so that when the reproducing point is brought into engagement with the record while in this slightly shifted position the preliminary independent movement of the reproducing point above referred to will merely result in moving it back to its normal position relatively to the diaphragm. For this purpose, in the construction above referred to, in which a pivoted retarding device is employed which is supported at one side of the diaphragm by means of a pin extending into a loop or other means for limiting the lateral swinging movement of the retarding device and for supporting the same when the reproducing point is off the record, the supporting portion of the loop is inclined, so that when the retarding device is supported thereby it will be thrown slightly backward from its normal position. Fig. 1 is a sectional view through the record maudrel and feed shaft of a well-known form of phonograph, and showing the reproducer carrier with a reproducer in position, the reproducer being partly broken away. Fig. 2 is a view of the reproducer and a portion of

the record cylinder, looking in the direction of the arrow, 2, of Fig. 1. Figs 3 and 4 are views similar to Fig. 2, showing the reproducer in different positions. Figs 2a, 3a and 4a are detail views corresponding to Figs. 2, 3 and 4, and illustrating a construction not embodying the present invention. Fig. 5 is a side view, partly in section, showing an application of the invention to a slightly different form of phonograph from that shown in Fig. 1. Fig. 6 is a detail section on line 6 of Fig. 5.

COMPOSITION OF MATTER FOR SOUND RECORDS. George K. Cheney, New York, N. Y., assignor by mesne assignments, to Victor Talking Machine Co., Camden, N. J. Patent No. 854,801.

This invention relates generally to sound record tablets and is more specifically designed to produce a composition of matter for use as a recording surface or record tablet for talking machines. For this purpose, it is desirable that such a material should be perfectly amorphous and sufficiently hard and tough to permit ordinary handling and resist changes in temperature. At the same time, it must not be too brittle, as this property tends to cause it to crack, chip and break unevenly under the action of the cutting stylus, which results in mutilating the record and gives rise to harsh unpleasant sounds on reproduction. The material should furthermore be of such texture and possess sufficient coherence to permit a sharp, clean cut to be made in the surface thereof and the shavings as formed to be readily removed without any tendency to become sticky and adhere to the record, recorder, etc.

A composition is obtained possessing the vari-



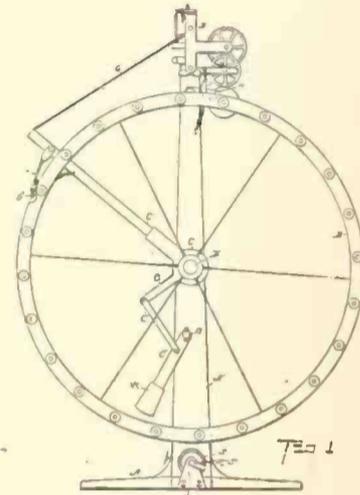
ous essential properties and characteristics above pointed out, by combining equal parts of ozocerite and paraffin. Such a composition is found to be tough and smooth in texture. The shaving formed by the recording point is continuous and does not break into bits and stick to the surface of the record or clog the point of the stylus. The record groove is clean cut and the walls or surface thereof are smooth and entirely free of inequalities.

The accompanying drawing illustrates a common form of record tablet, such as is ordinarily employed in practice. The tablet may be formed throughout of the composition or the body A, thereof may be of a different material and coated to a suitable depth with the composition to form a record surface B.

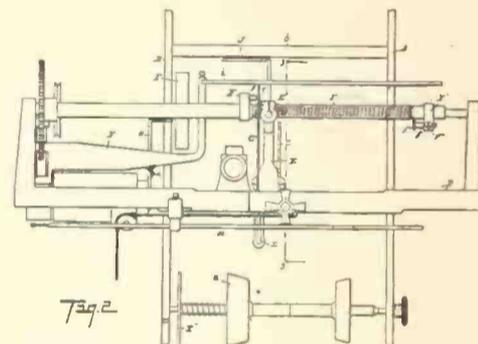
In carrying out this invention the inventor has taken ozocerite and paraffin in suitable proportions, preferably about equal parts, and reduce or concentrate the same by the application of heat. As the material melts, the temperature is gradually increased, until the boiling point is reached and it is thereafter raised to 350 or 400 degs. Fahr., and continued for an hour or more, or until, on test, it exhibits the required degree of hardness, toughness, etc. It is then poured into molds conforming to the desired shape of the record blanks or tablets and allowed to cool and harden. Upon being removed from the molds the surface B of the blank is trued up to receive the sound record.

PHONOGRAPH. Corneil Ridderhof, Grand Rapids, Mich., assignor to Multiphonograph Co., Winona, Minn. Patent No. 848,687.

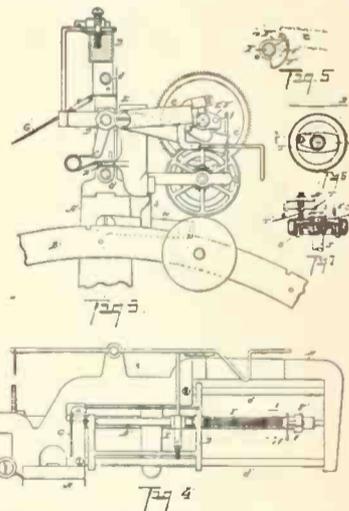
This invention relates particularly to improvements in magazine phonographs such as is illus-



trated and described in United States letters patents issued to Cyrus C. Shigley, May 5, 1903, No. 727,002, and October 25, 1904, No. 773,164, and is



a modification and an improvement thereon. The objects of this invention are, first, to provide in a magazine phonograph an improved means for



automatically bringing the records into proper position for the reproduction thereof; second, to provide in a phonograph improved means for bringing the reproducer into and out of engagement with the record rolls.

TALKING MACHINE. Thomas Kraemer and Horace Sheble, of Philadelphia, Pa., assignors to Hawthorne & Sheble Manufacturing Co., same place. Patent No. 852,725.

The object of our invention is to provide simple and effective means for so mounting and controlling the hollow arm carrying the sound-box of a disc record talking machine, that said arm can be swung in any desired direction without restraint because of pressure exerted upon a pivotal portion of the arm by the amplifying horn used in connection with the machine, and can be caused to follow the spiral groove of the



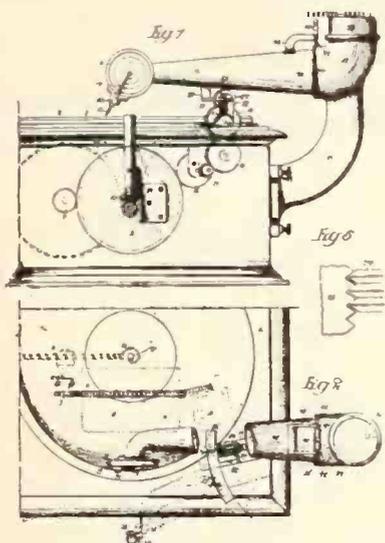
(Patented March 12, 1907.)

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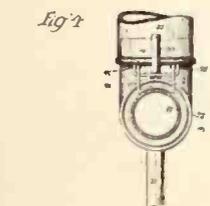
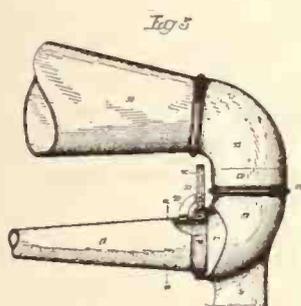
**THE IDEAL FASTENER CO., 143 Liberty Street
NEW YORK CITY**

record without wear upon the walls of said groove.

In the accompanying drawing Fig. 1 is a side elevation of sufficient of the motor box of a disc record talking machine and of the sound-box



carrying arm and mounting therefor to illustrate the present invention; Fig. 2 is a plan view of the same with part of the sound-box carrying arm broken away.

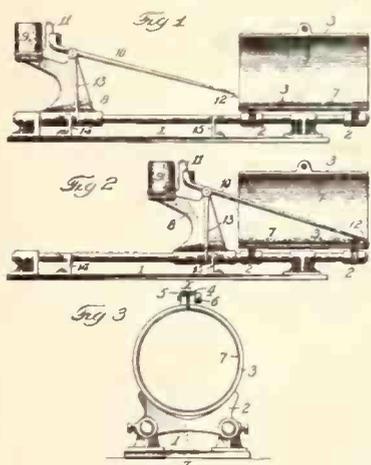


parts of some of the convolutions of the spiral groove of the record being also shown; Fig. 3 is a view, partly in elevation and partly in vertical section, of the mounting for the sound-box carrying arm.

this view showing also part of the amplifying horn and its mounting; Fig. 4 is a transverse section on the line a-a, Fig. 3, and Fig. 5 is an enlarged view of part of the device.

MANUFACTURE OF CYLINDRICAL PHONOGRAPH RECORD BLANKS. Virian M. Harris, Chicago, Ill. Patent No. 854,886.
This invention relates to means for forming cylindrical phonograph record blanks from sheets of celluloid, and has for its object to provide a simple and efficient structural arrangement and combination of parts whereby the sheet of material bent into a cylindrical form is securely held and united by a longitudinally extending cemented seam to form a cylindrical blank equal in all respects to the drawn tubes or cylinders heretofore used in the manufacture of phonograph records.

In the accompanying drawings Fig. 1 is a longitudinal sectional elevation, on line x-x, Fig.



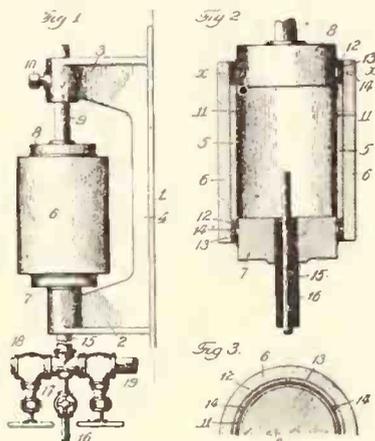
3, of an apparatus embodying the present invention, and showing the parts in the position in which the carriage has completed an active stroke. Fig. 2 is a similar view showing the parts in the position for the commencement of an active stroke. Fig. 3 is an enlarged end elevation.

MOLDING PHONOGRAPH RECORDS. Virian M. Harris, Chicago, Ill. Patent No. 854,887.

This invention relates to that class of molding apparatus for cylindrical phonograph records, in which a blank cylinder of celluloid or

the like is expanded by elastic fluid pressure and in the presence of heat into the interior of a properly formed cylindrical matrix; and the present improvement has for its object to provide a simple and efficient structural formation and combination of parts whereby a very effective sealing is attained at the respective ends of the cylindrical blank during the molding operation, all as will hereinafter more fully appear.

In the accompanying drawings Fig. 1 is a side elevation illustrating the general arrangement of



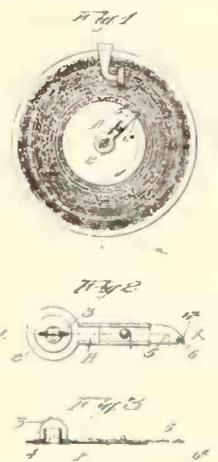
parts of the present molding apparatus. Fig. 2 is an enlarged central detail section of the mold portion, having the present invention applied. Fig. 3 is a detail transverse section of the same, on line x-x, Fig. 2.

TALKING MACHINE ATTACHMENT. Charles M. Miller, Alameda, Cal. Patent No. 855,116.

This invention relates to an attachment for talking machines, in which the records are of the disc class, and it is intended to protect the discs from injury after the finish of the piece.

Fig. 1 is a partial plan view of a machine showing the attachment of this device. Fig. 2 is a plan view of same. Fig. 3 is a section on line X-X of Fig. 2.

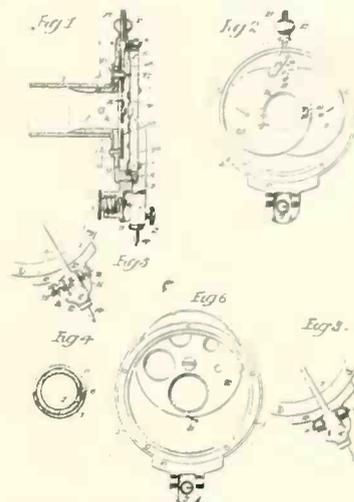
In the operation of machines of this class, the disc having the record upon it is revolved beneath a point which is held with relation to the disc so as to follow the lines of the record. It is necessary to attend to the machine and lift the arm which carries the point out of contact with the disc as soon as possible after the finish of the piece that is being played, otherwise the points will some-



times jump and be thrown back on to the lines of the record so as to injure it.

SOUND-BOX FOR TALKING MACHINE. Edwin H. Mobley, Rutledge, Pa. Patent No. 855,326.

The object of this invention is to so construct a sound-box for talking machines as to insure a good reproduction of the record, to vary the area of outlet from the chamber beneath the diaphragm to accord with the character of the record which is being reproduced, and to permit



ready access to the stylus lever for the purpose of removing and replacing the stylus. This object is attained in the manner hereinafter set forth, reference being had to the accompanying drawing, in which Fig. 1 is a transverse section of a sound box for talking machines constructed in accordance with the invention; Fig. 2 is a front view of the same with the diaphragm and stylus lever removed; Fig. 3 is a front view of the stylus lever mounting; Fig. 4 is a transverse section on the line a-a, Fig. 1; Fig. 5 is a view illustrating a special form of stylus lever mounting, and Fig. 6 is a view illustrating a modification of one of the features of the invention.

A dispatch from Paris says that war has been declared upon the cinematograph by the Author's Society. All animated views and picture machines are included in this war. They declare the abuse is bad enough in Paris, but that it is worse in the provinces. The society claims that legitimate tours are ruined by the cinematograph, which is flickering away in all quarters, reproducing operas, melodramas, fairy plays, and even comedies, all drawn from regular theater successes. This causes great harm to the authors and actors. Directors of the leading theaters and the Author's Society are now studying to find some means to fight with their illuminated enemy.

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RECORD BULLETINS FOR JULY, 1907.

NEW COLUMBIA 10-INCH DISC RECORDS.

- 3641 Nestle By My Side (Gustave Luders).....
TENOR SOLO, ORCH. ACCOMP. Billy Murray
- 3642 Happy Sammy (F. C. Schmitt).....
Prince's Military Band
- 3643 Medley of Vesta Victoria's Songs (Arranged
by C. A. Prince). Introducing "Waiting
at the Church," "It's All Right in the
Summer Time," "All About Town," "Poor
John"..... Prince's Orchestra
- 3644 Florida Rag (Characteristic March and
Two-step) (Geo. L. Lowry)..... Vess L. Ossman
VIOLONCELLO SOLO, PIANO ACCOMP.
- 3645 Ave Maria (Gounod)..... Victor Sorlin
ORCHESTRA BELLS, ORCH. ACCOMP.
- 3646 Love's Menu (Menu d'Amour) Intermezzo
(Wm. H. Tyers)..... Thomas Mills
PICCOLO SOLO, ACCOMP. BY PRINCE'S MILITARY BAND.
- 3647 The Humming Bird—Polka (E. Demare).....
Marshall P. Lufsky
- 3648 In the Wildwood Where the Bluebells Grew
(H. H. Taylor)..... Columbia Quartet
BARITONE AND TENOR DUET, ORCH. ACCOMP.
- 3649 And a Little Bit More (Fred Fisher).....
Collins and Harlan
- 3650 That Welcome on the Mat Ain't Meant for
Me (Gus Edwards)..... Collins and Harlan
- 3651 The Merry Farmer Boy (Joe Fulton).....
Belmont and Harlan
- 3652 Kiss, Kiss, Kiss (If You Want to Learn to
Kiss) (Smith and Hoffmann).....
Ada Jones and Billy Murray
- 3653 All Hail the Power of Jesus' Name—Sacred
(O. Holden)..... George Alexander
- 3654 Just As I Am—Sacred (Carl Gotze).....
George Alexander
- 3655 Hot Corn—Coon song (John P. Hogan).....
Arthur Collins
- 3656 Ta, Ta, Au Revoir (Choo! Choo!) I'm
Going to Go—Coon song (John B. Lowitz)
..... Arthur Collins
- 3657 Shepherd, Show Me How to Go—Christian
Science Hymn (Mary Baker G. Eddy).....
Frederick Weld
- 3658 A Friend of Mine Told a Friend of Mine
(Kendis and Paley)..... Bob Roberts
- 3659 No Wedding Bells for Me—Comic (Moran
and Fuith)..... Bob Roberts
- 3660 You'll Have to Wait 'Till My Ship Comes In
(Shields and Evans)..... Bob Roberts
- 3661 With You in Eternity (Lamb and Solman)
..... Henry Burr
- 3662 You'll Have to Get Off and Walk (Dave
Reed, Jr.)..... Will F. Denny
- 3663 In Washington (Gertrude Hoffmann).....
Billy Murray
- 3664 Becky and Izzy—A Yiddish Courtship (Len
Spencer)..... Ada Jones and Len Spencer
- 3665 Meet Me Down at the Corner (Harry Hoyt)
..... Ada Jones and Len Spencer
- 3666 Blondy (Bryan and Meyer).....
Ada Jones and Len Spencer
- 3667 Uncle Josh at the Bug House (Cal Stewart)
..... Cal Stewart
- 3668 Petite Tonkinoise (Scotto)..... Banda Espanola

NEW COLUMBIA 12-INCH DISC RECORDS.

- 5703 Overture—"Morning, Noon and Night in Vi-
enna" (Suppe)..... Banda Espanola
- 5704 Grand selection—"Rigoletto" (Verdi).....
Banda Espanola
- 5706 Selection "Tosca" (Puccini)..... Banda Espanola
- 30071 San Antonio Medley (March and Two-step)
(Arranged by C. A. Prince). Intro-
ducing "San Antonio," "So Long, Jo,"
"I'd Like to See a Little More of You".....
Prince's Orchestra
- 30072 Communion Hymn—"Saw Ye My Savior?"
—Christian Science Hymn (Mary Baker
G. Eddy)..... Frederick Weld
- 30073 Over Waiting Harpstrings of the Mind—
Christian Science Hymn—(Mary Baker
G. Eddy)..... Frederick Weld

NEW COLUMBIA XP (CYL.) RECORDS.

- 33145 Andulko safarova—Pichod (Kmoeh).....
Prince's Military Band
- 33146 Muziky, Muziky—Pochod (Kmoeh).....
Prince's Military Band
- 33147 Florida Rag (Characteristic March and
Two-step) (Geo. L. Lowry)..... Vess L. Ossman
ORCHESTRA BELLS, ORCH. ACCOMP.
- 33148 Love's Menu (Menu d'Amour) Intermezzo
(Wm. H. Tyers)..... Thomas Mills
PICCOLO SOLO, ACCOMP. BY PRINCE'S MILITARY BAND.
- 33149 Polka Caprice (Aug. Damm).....
Marshall P. Lufsky
- 33150 And a Little Bit More (Fred Fisher).....
Collins and Harlan
- 33151 Ta, Ta, Au Revoir (Choo! Choo!) I'm Go-
ing To Go (John B. Lowitz)..... Arthur Collins
- 33152 You'll Have To Wait 'Till My Ship Comes
In (Shields and Evans)..... Bob Roberts
- 33153 I Have Sought and I Have Found—Sacred
(M. Keller)..... Frank C. Stanley

- 33154 O Eyes That Are Weary—Sacred (F. H.
Brackett)..... Frank C. Stanley
- 33155 With You in Eternity (Lamb and Solman)
..... Henry Burr
- 33156 Love Dreams (Harry O. Sutton).....
Albert Campbell
- 33157 You'll Have to Get Off and Walk (Dave
Reed, Jr.)..... Will F. Denny
- 33158 In Washington (Gertrude Hoffmann).....
Billy Murray
- 37284 Valse Printaniere (Ad. Gauwin).....
Columbia Orchestra
- 40553 Petite Tonkinoise (Scotto)..... Banda Espanola
- 65052 Pleasure (H. Komopott)..... Sol Smulewitz
- 65053 Col Israel chaverim (D. Meyerowitz).....
Sol Smulewitz
- 65061 Russian Camarinskaja (A. Greenberg).....
A. Greenberg

NEW COLUMBIA BC (CYL.) RECORDS.

- 85125 Oriental Serenade (Albert Chaffarelli).....
Prince's Military Band
- 85126 Overture to "Samiramide" (Rossini).....
Prince's Military Band
- 85127 O Loving Father (Sacred) (Teresa Del
Riego)..... George Alexander
- 85128 Blondy (Bryan and Meyer).....
Ada Jones and Len Spencer
- 85129 Uncle Josh in a Chinese Laundry (Cal
Stewart)..... Cal Stewart

NEW EDISON GOLD MOULDED RECORDS.

- Edison Gold Moulded Records are made only in stan-
dard sizes. Both Standard and Concert Records may
be ordered from this list. Order by number, not title.
If Concert Records are wanted, give the number and
letter C.
- 9578 Ballet Music from Faust—Part 3 (Gounod)
..... Edison Concert Band
- 9579 Ta, Ta, Au Revoir, I'm Goin' to Go (Lowitz)
..... Ada Jones
- 9580 I Want You for My All Time Girl (de Ko-
ven)..... Irving Gillette
- 9581 Kimmble March (Kimmble)..... John Kimmble
- 9582 And a Little Bit More (Fischer)..... Arthur Collins
- 9583 While the Birds Are Singing to Me (Fulton)
..... Harlan and Belmont
- 9584 I'd Live or I Would Die for You (Ball)
..... Harry Anthony
- 9585 Dream of the Rarebit Fiend (Thurban).....
Edison Military Band
- 9586 Because I'm Married Now (Ingraham).....
Billy Murray
- 9587 Speed Away (Woodbury)..... Edison Mixed Quartet
- 9588 You'll Not Be Forgotten, Lady Lou (Meyer)
..... Frederick H. Potter
- 9589 The Broken-Hearted Sparrow (Bendix).....
Edison Symphony Orchestra
- 9590 You'll Have to Wait 'Till My Ship Comes In
(Evans)..... Bob Roberts
- 9591 I Know Dar I'll Be Happy 'Till I Die (Kog-
ers)..... Collins and Harlan
- 9592 Hymns of the Old Church (Choir (Solman)).....
Frank C. Stanley
- 9593 Anvil Polka (Parlow)..... Edison Concert Band
- 9594 Flanagan and His Servant Girl (Original).....
Steve Porter
- 9595 Sweet Jessie Dear (Fontelle).....
Edison Male Quartet
- 9596 Save a Little Money for a Rainy Day (Sil-
ver)..... Edward Meeker

- 9597 The Chorus Lady—March (Kingsbury)..... A. Benzler
- 9598 Tale of the Bucket (Bald)..... Will F. Denny
- 9599 Blondy and Johnny (Original).....
Ada Jones and Len Spencer
- 9600 It's Great to Be a Soldier Man (Morse).....
Byron G. Harlan
- 9601 Shoulder Arms March (Rose).....
Edison Military Band

NEW ZON-O-PHONE 10-INCH RECORDS.

- ZON-O-PHONE CONCERT BAND.
- 776 Col. Donovan, 9th Regiment Massachusetts
Volunteer Militia March.....
- 800 Glory of Jamestown March (The Exposition
March).....
- 777 Reed Bird—The Indian's Bride.....
- 778 Salome—Intermezzo.....
HAGER'S ORCHESTRA.
- 791 Chorus Lady—March and Two-Step.....
- 779 Paree—Motion Medley.....
- 780 Skaters' Waltz.....
- 781 U. S. A. Patrol.....
ZON-O-PHONE ORCHESTRA.
- 782 Pretzel Pete.....
ACCORDION SOLO BY J. J. KIMMEL.
- 783 Irish Jigs and Reels Medley.....
- 784 Bell Solo by Ed. King, with Orch. Accomp.
.....
In Moonland—Intermezzo.....
VOCAL SELECTIONS WITH ORCH. ACCOMP.
- 785 A Dream..... Frank C. Stanley
- 786 He Goes to Church on Sunday..... Billy Murray
- 792 I'd Like to Know Your Address and Your
Name..... Miss Ada Jones and William Murray
- 787 If With All Your Hearts Ye Truly Seek Me—
Tenor Aria from the Oratorio ("Elijah").....
Henry Burr
- 793 In the Wildwood Where the Blue Bells Grew
..... Byron G. Harlan
- 794 Life Boat Crew..... Peerless Quartette
- 788 Nestle by My Side..... Billy Murray
- 795 Old Brigade..... Frank C. Stanley and Henry Burr
- 793 Rambler Minstrels No. 3.....
Collins, Harlan, Murray and Porter
- 790 Rambler Minstrels No. 4.....
Collins, Harlan, Murray and Porter
- 796 Stop Yer Tickling, Jock..... Miss Helen Trix
- 797 Story of a Clothes Line—Another Pair of
Stockings on the Line..... Miss Helen Trix
- 798 That Welcome on the Mat Ain't Meant for
Me..... Collins and Harlan
- 799 The Last Rose of Summer is the Sweetest
Song of All..... Frank C. Stanley

NEW ZON-O-PHONE 12-INCH RECORDS.

- ZON-O-PHONE CONCERT BAND.
- 7037 Beautiful Galatea—Overture.....
- 7038 Hallelujah Chorus—From the Oratorio "The
Messiah".....
- 7039 Old Church Organ—Serenade.....
- 7040 Uncle Sam—March.....
ACCORDION SOLO PLAYED BY J. J. KIMMEL.
- 7026 Marche de Concert.....
FLUTE AND SAXOPHONE DUET BY FRANK MAZZIOTTA AND
STEPHEN PORTORA, WITH ORCH. ACCOMP.
- 7027 Voice of Love.....
VOCAL SELECTIONS, WITH ORCH. ACCOMP.
- 7028 From the Depths..... Frank C. Stanley
- 7029 Good Night, Little Girl, Good Night..... Henry Burr
- 7030 I'm Praying for You..... Frank C. Stanley
- 7031 My Faith Looks Up to Thee.....
Frank C. Stanley and Henry Burr
- 7032 New Parson at the Darktown Church (De-
scriptive)..... Peerless Quartet
- 7034 Sally in Our Alley..... Peerless Quartet
- 7035 Shine On, Oh Stars..... Henry Burr
- 7036 The Last Rose of Summer..... Miss Roberta Glanville
- DESCRIPTIVE SELECTION BY ADA JONES AND LEN SPENCER,
WITH ORCH. ACCOMP.
- 7033 Rudolph and Rosie at the Skating Rink.....

NEW VICTOR RECORDS.

- ARTHUR PRIOR'S BAND.
- 5125 Ole Virginny Days March..... Rollinson 10
- 51636 Das Modell Overture..... Von Suppe 12
- 51637 The Dance of the Serpents..... Boccacari 12
- VICTOR ORCHESTRA. WALTER B. ROGERS, CONDUCTOR.
- 5138 Marche Turque Patrol..... Eilenberg 10
- 5145 The Mill in the Forest..... Eilenberg 10
- 5150 Silver Sleigh-Bells March..... Paul 10

UDELL CABINETS TALK

The "LANGUAGE"
is unmistakable.

**CABINETS
FOR
BOTH
DISC AND
CYLINDER
RECORDS**

A postal brings the
booklets.



No. 501 Cylinder
Record Cabinet

We are
making new
"Records"
in
our
Sales
Department

Your help is
earnestly solicited.

THE UDELL WORKS, Indianapolis, Ind., U. S. A.

THE PHONOGRAPH DISCUSSED

By the Celebrated Jarr Family—Mrs. Jarr Has Much to Say With Her Neighbor Mrs. Rangle on the Merits of the Phonograph—A Discussion Which Will Interest the Readers of The World.

"The Jarr Family's Daily Jars" is an attractive feature of that department of the Evening World, controlled by that funnyologist, Roy L. McCardell. Lately the Jarr family have been cultivating æsthetic tastes, and their aspirations and jealousies are interestingly pictured by Mr. McCardell, as follows:

"I hear you have a phonograph," said Mrs. Rangle, who had dropped in for a friendly call during which she intended to say a few things that maybe Mrs. Jarr would feel.

"Yes; since Melba and Caruso and all the grand opera stars are singing in them, really, one must have them," said Mrs. Jarr in a grandiose manner; "but such song records are so dear that many people of modest means (this was a 'dig' at Mrs. Rangle) cannot afford them."

"Oh, that is simply done to attempt to dignify the squeaky things," said Mrs. Rangle, whose tightened lips acknowledged the stroke. "I do not say that they are not amusing, but"

"Let me put on one of the Caruso songs," said Mrs. Jarr, "they cost \$5 apiece, and we are getting several dozen. They are just grand."

"You won't mind if I say 'No' frankly, will you, my dear?" asked Mrs. Rangle. "The fact is, I go to the opera so much—a costly pleasure, but then I want the real thing or nothing—that it seems a desecration to me to hear those grand voices sounding tinny."

"I'd prefer to be in the next block," said Mrs. Rangle, acidly.

"Oh, you are prejudiced, my dear," said Mrs. Jarr.

"I'll admit I am," said Mrs. Rangle. "I never hear one of the screechy things but what I think of those penny arcade places filled with all sorts of impossible people."

"Of course I never frequent such places," said Mrs. Jarr; "but you should not let the fact that you have heard those prejudice you. Why, dear Mrs. Rangle, you might as well say you couldn't appreciate a pipe organ obligato because you have listened so much to street organs!" (In her own mind Mrs. Jarr thought this a crusher for the envious thing.)

"I hear the horrid things as I hurry past those penny amusement places," said Mrs. Rangle, biting her lips, "and I feel—but, no, I shouldn't say it."

"Oh, go ahead, dear, say it. You are so provincial, my dear, that really you are amusing," said Mrs. Jarr, wondering where she'd get the

knife next, but prepared to meet it heroically without a sign.

"Well," said Mrs. Rangle, tugging at her gloves, "I was going to say that I come from one of the fine old Southern families, and anything vulgar"

"Now don't mind me," interrupted Mrs. Jarr quickly, "if one is raised to like vulgar things, why, they can be excused, if not forgiven, you know."

"It wasn't my own vulgar taste I was deprecating," said Mrs. Rangle, warming up. "I have none, except that I am impulsive and condescending and make friends of people I should keep at a distance."

"Never mind that, dear," said Mrs. Jarr, with a bitter smile, "I will show you who to avoid. But, as the subject must be embarrassing to you, we'll change the subject. As I was saying before, the best people, the most cultured people—royalty, in fact—have phonographs. Let me put on the sextet from 'Lucia' for you—now, where is that record?"

"We intend getting a pianola," said Mrs. Rangle. "Of course you can get ten of those talking machines for what a pianola costs, but then you have something worth while, you know."

"But, my dear," said Mrs. Jarr, "I must tell you that a pianola doesn't make music of itself. And since your piano was taken away—I mean since you sent it away"

"We are going to get a baby grand," said Mrs. Rangle, hoarsely. "I believe in real, not canned music!"

Then they drifted from the dangerous ground, as women will, kissed each other good-bye, begged for more calls and "come agains," and parted with mutual satisfaction at having given as good as was sent them.

The visitor being gone, Mrs. Jarr started up the phonograph, and the children's higher art in music aspirations were greatly encouraged by the strains of "My Marriuccia, She Take a Steamboat" and "I'm All In, Down and Out!"

MAY MANUFACTURE IN NASHVILLE.

The Multiplex Phonograph Co., which was organized in Nashville, Tenn., recently, is considering a plan to erect a factory in Nashville and manufacture its instruments here. The article was patented by H. E. Markel, who organized the company. It is said that several local financiers have promised to put up the money, and it may be that the company will get into shape to do business by the coming fall.

Sid D. Thompson, a jeweler of Shepherd, Mich., has put in a full line of Edison phonographs and records, and is advertising the fact quite liberally.

VICTOR DANCE ORCHESTRA.

31638 On the Dreamy Hudson Waltzes...Eugelman 12
 31639 Red Mill Two-Step (Medley from 'The Red Mill')...Herbert 12
 HARP-ZITHER SOLO BY MME. KITTY BERGER.
 5128 Lorelei (with an original introduction by Mme. Berger)...Folk-melody 10
 TWO RECORDS BY MAX IRWIN, WITH ORCH.
 31641 Moses Andrew Jackson Good-Bye...Snyder 12
 31642 The Bully (May Irwin's "Bully" Song)...Trevathan 12
 TENOR SOLO BY HARRY TALLY, WITH ORCH.
 5130 Roll Around...Hoffman 10
 5139 Deutschland...Kendis-Paley 10
 TENOR SOLOS BY FREDERIC C. FREEMANTEL, WITH ORCH.
 5141 My Mother's Prayer...Weeden 10
 5142 Softly and Tenderly...Thompson 10
 TENOR SOLO BY BYRON G. HARLAN, WITH ORCH.
 5146 Since You Called Me Dearie...Durand 10
 5147 Nobody's Little Girl...Morse 10
 COMIC SONGS BY BILLY MURRAY, WITH ORCH.
 5115 Because I'm Married Now...10
 5140 Handsome Brave Life Saver...Gumble 10
 "COON" SONGS BY ARTHUR COLLINS, WITH ORCH.
 5131 So Long, So Long (No More Sunshine, Nothing but Rain)...Clark 10
 5132 Dinner Time...Addison-Burkhardt 10
 YODEL SONG BY GEORGE P. WATSON, WITH ORCH.
 5129 Sour Krout is Bully...10
 DUET BY MISS STEVENSON AND MR. MACDONOUGH, WITH ORCH.
 31640 I Will Magnify Thee, O God...Mosenthal 12
 DUET BY MISS JONES AND MR. MURRAY, WITH ORCH.
 5137 It's Nice to Have a Sweetheart...Kerker 10
 DUET BY COLLINS AND HARLAN, WITH ORCH.
 5148 Since Arrah Wanna Married Barney Carney...Morse 10
 DESCRIPTIVE SPECIALTIES BY MISS JONES AND MR. SPENCER, WITH ORCH.
 5133 Blondy and Her Jobuuy...10
 5134 Henry's Return...10
 LAUGHING SONG BY CAL STEWART, WITH ORCH.
 5144 Monkey on a String...10
 MALE QUARTETS BY THE HAYLN QUARTET.
 5136 Stein Song...Bullard 10
 5149 My Wild Irish Rose...Olcott 10
 ARTHUR PRYOR'S BAND.
 5126 New Colonial March...Hall 8
 VICTOR ORCHESTRA, WALTER B. ROGERS, CONDUCTOR.
 5143 Buck and Wing Dance...8
 HYMN BY FREDERIC C. FREEMANTEL, WITH ORCH.
 5142 Softly and Tenderly...Thompson 8
 COMIC SONG BY BILLY MURRAY, WITH ORCH.
 5123 No Wedding Bells for Me...Moran-Heelan 8
 SPECIALTY BY COLLINS AND HARLAN.
 2,118 The Cat and the Fly Paper...8
 LAUGHING SONG BY CAL STEWART, WITH ORCH.
 5101 And Then I Laughed...8

NEW RED SEAL RECORDS.

A NEW RECORD OF CARUSO'S "PAGLIACCI" AIR.
 ENRICO CARUSO, TENOR.
 88061 Pagliacci—Vesti la giubba (On With the Play)...Leoncavallo 12
 THREE NEW ANCONA RECORDS.
 MARIO ANCONA, BARITONE.
 88062 Ernani—O de' verd' anni miei (O Bright and Fleeting Shadows)...Verdi 12
 88063 Favorita—A tanto amor (Thou Flow'r Beloved)...Donizetti 12
 88081 Ballo in Maschera—Eri tu (Is it Thou?)...Verdi 12
 THREE RECORDS BY GILBERT.
 CHARLES GILBERT, BARITONE.
 81090 Malgre Moi...Pfeiffer 10
 85118 Plaisir d'Amour...Martini 12
 85120 Bergerete de Wekerlin—Margoton (Chanson Populaire)...12

FRED. SHERTON ASSUMES CONTROL.

Fred Shenton, of Pittsburg, Pa., has assumed control of the Fort Wayne Phonograph Co., Fort Wayne, Ind., having purchased that business from H. D. Sims. On July 1 Mr. Shenton will add considerably to the size of his showroom, taking in the adjoining store now occupied by a piano company.

William Faust has opened a talking machine store in Doylestown, Pa.

This Show Case and 50 per cent. Cash Profits are yours

Hohner Harmonica Display

SHOW CASE and HARMONICA ASSORTMENT

This offer consists of an excellent assortment of the best selling HOHNER Harmonicas, to retail at prices ranging from 25c. to \$1.00, and a first-class show case, made of the best material and perfect in every respect. The assortment is made up of seventeen different styles, with not a dead seller among them. Each style comes in a separate package which is labeled to show at what price its contents can be retailed for and contains an assortment of keys. The case is made of solid quarter-sawed oak, plate glass, and is specially designed for displaying Harmonicas. The instruments appear on an elevated platform, under which there is room to store a small stock. With every case a number of price-tickets are given which can be placed on each instrument to display its retail value.

THIS IS WHAT YOU RECEIVE:

4 dozen Assorted Harmonicas, to retail at 25c. each.....	\$12.00
2½ dozen Assorted Harmonicas, to retail at 35c. each.....	10.50
2 dozen Assorted Harmonicas, to retail at 50c. each.....	12.00
½ dozen Assorted Harmonicas, to retail at 75c. each.....	4.50
½ dozen Assorted Harmonicas, to retail at \$1.00 each.....	6.00

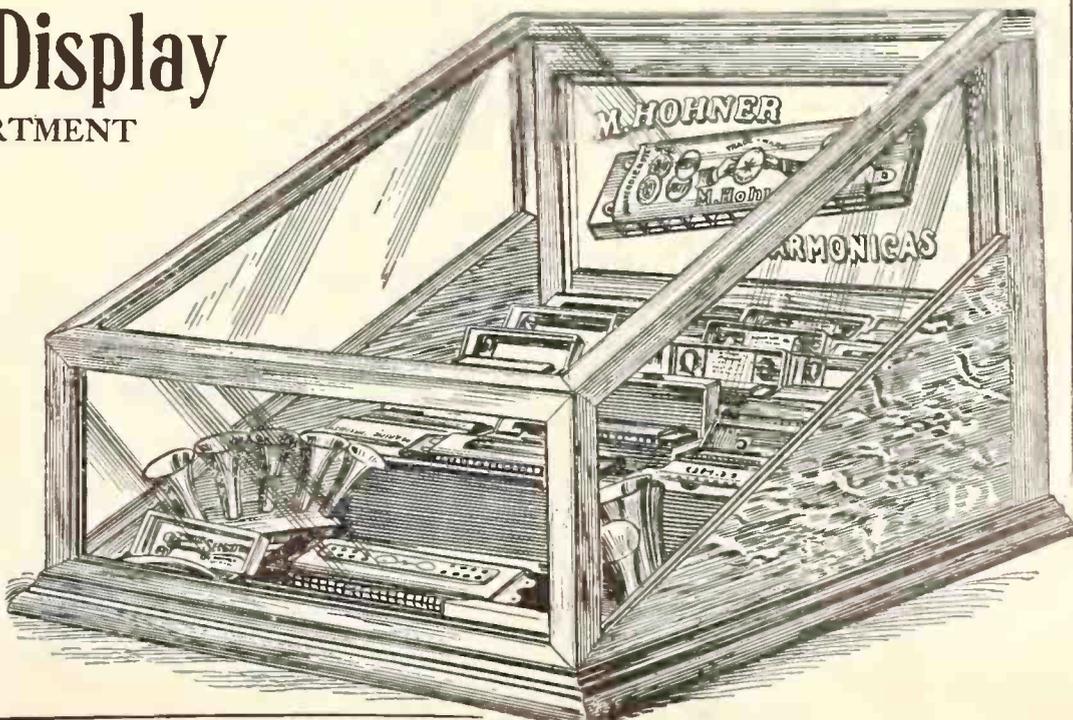
Total retail value of Harmonicas.....\$45.00
 Value of Show Case, at least.....12.00

Total Value.....\$57.00

Your Gain A Show Case which will last indefinitely
 50 per cent. Cash Profit on your investment.
 Size of case: 20¼ inches wide, 21¼ inches long, 14 inches high.

Ask Your Jobber

M. HOHNER 475 Broadway, NEW YORK
 Canadian Office, 76 York St., Toronto



With the Makers and Sellers of Automatic Specialties

REVIEW OF TRADE CONDITIONS.

Unfavorable Weather Has Interfered With Business—Some Remarks on the Attacks Made on the Conductors of Automatic Parlors—Supervision All Right, But They Cannot be Eliminated—Foreign Trade Steadily Increasing—What the Automatic Piano Men Have Accomplished—How Big Profits Are Made—Ample Proof of the Money-Making Qualities of Automatic Specialties.

Since early in March arcade and nickelodian managers have been looking forward to the warm and balmy days of spring which always bring a harvest of pennies to their pockets, but the unfavorable and unseasonable weather which has prevailed for the past few months, has kept New Yorkers in anything but good humor, and hindered the realization of their expectations. Coupled with the above discouraging condition of affairs, the proprietors of these amusement enterprises have been forced to take issue with the legal authorities, who, for a number of real and imaginary reasons, have been trying, by their exactions, to injure if not kill this industry. This, however, has proved to be a difficult undertaking, and though a number of the smaller places in this city have been refused new licenses and therefore were compelled to shut up, the agitation is having little if any effect on the general trade. In the city of New York alone, according to statistics, there are some four hundred of these amusement places in operation. These attractive resorts have caught the fancy of the multitude. They may be supervised or restricted to certain lines, but they will never be stamped out. In truth, they have come to stay. And why should these theaters, if properly conducted, be frowned upon?

* * * * *

It is true that some unprincipled operators give the public what they like—what, if the truth were told so many—we regret to say—prefer, and with the movement to kill this despicable practice we are in sympathy with the authorities. But they do not stop here, for they know only too well that while they can, and should, prohibit the showing of obscene and suggestive pictures, this alone does not give them grounds for closing up decent, well conducted places. They therefore have trumped up other charges, such as the breaking of health and fire laws, the allowing of children under a certain age to enter, etc. Just at the present time the child question seems to be attracting the most notice, and moralists are, like the soothsayer and his ideo, going about crying out against what they call the "wholesale corruptor of public morals." We may ask in what way do the arcades or nickelodians harm a child, providing that all objectionable pictures are removed? Is music, or moving pictures, or any of the other amusements to be found in these places degenerating? If so, indeed, the paths of righteousness are dull and unattractive. No; the fault cannot be laid at the doors of these places, but rather at those of the

The Card Printer

Prints your name on five cards for one cent. It is the best slot machine ever produced.

MANUFACTURED BY

The Card Printer Co.

79 East 130th Street

NEW YORK

mothers who for various reasons take too little interest in their young and let them wander without protection through the streets.

* * * * *

Foreign trade has increased wonderfully during the past month. Europe, Australia and South America have caught the fever, and there is an enormous demand for machines of American manufacture. The talking machine trade is fast taking up agencies for the various slot machines manufactured in this country. The first device to tempt them was undoubtedly the automatic piano. This was due to the progressiveness of the manufacturers who never let an opportunity pass by to impress on the trade the easy money to be made by their use. They didn't go fishing for business with one publicity worm, but carried on an extensive advertising campaign. Their argument was money, their proof, facts. They knew that they were after a trade comprised greatly of shrewd business men, and that talk alone would not go, they therefore made use of a liberal amount of space to show in detail where and how the talking machine man could handle profitably their instruments as a side line and they have been rewarded.

* * * * *

There is, however, another and important side of this business that the talking machine people have overlooked, namely, that of operating. Here is where the real money is made. No matter where one may be located, in a city the size of Chicago, or in a small town in Texas, there always will be found locations where these devices can be placed to advantage. For general outdoor use the soda, chocolate, chewing gum and weighing machines have proven the best money getters. Any place where people pass or gather, these silent salesmen will always give a good account of themselves. Vending machines are comparatively cheap. There is absolutely nothing to get out of order, as the mechanism is very simple, the only real expenditure being for gum, candy, etc. But inasmuch as the profit made on each sale is from 300 to 800 per cent. (according to the quality of your machine) there is little fault to be found. For inside locations, such as cafes, dance halls, pavilions or other public places, the automatic piano, talking machines, harps, banjos, orchestricns, card printers, drink machines, etc., are preferable. These, unlike the outdoor devices, can often be constructed to operate with a nickel instead of pennies, for, for some reason, machines on the street never pay on the five-cent basis.

* * * * *

Now, in every walk in life, there is always a percentage of doubting Thomases, and in order that these gentlemen may not think we are over-enthusiastic we would suggest that they go out of their way some time just to watch a collector at work removing the week's earnings from some of these machines, and if this doesn't change their opinions—well, their chance of ever getting wise to a good thing is pretty slim. For the sake of demonstrating the extent of the operating business in this city we will quote from an article that appeared in this paper about a year ago: "The firm that has the concession for the elevated and subway station slot machines in New York City, operates four or five thousand of them, and in order to keep these supplied, it has twenty-five enormous machines going all the time, which wrap from fifteen to eighteen thousand pieces of gum and chocolate a day. A corps of men are kept constantly at work filling the machines. Every day they are refilled and examined to see that they are in working order, for when a penny gets lodged in a machine and refuses to bring forth the desired piece of gum, the owner of the penny begins to have a feeling against slot machines in general as snares and

delusions. The companies know this, and on that account look out carefully for disorders in their instruments. The newest improvement in these machines provides that the penny will drop right through if the wares have given out." There is plenty of money to be made in this automatic field by men who understand the requirements of the business—men who can feel the public pulse, so to speak. It is no calling for sluggards or men who are not always up and doing.

THE AUTOMATIC ORCHESTRA

Is Found at Lyon & Healy's in the Shape of an Orchestra Which is a Marvelous Creation and Destined to Win Wide Popularity—The Band Organ Also Supplies a Brass Band of Any Size Required, While the Other Line of Automatic Creations Shown by This House Give an Idea of Their Development.

(Special to The Talking Machine World.)

World Office, 195 Wabash avenue,
Chicago, Ill., June 8, 1907.

Perhaps no American firm is better qualified than Lyon & Healy to report on the present status of mechanical instruments. A Talking Machine World man, after looking through the new Lyon & Healy catalog of automatic and mechanical instruments, concluded to make a visit of inspection to this department of the Chicago firm.

His visit, first of all, gave him the impression that there is a large and growing demand for such instruments as nickel-in-the-slot pianos, military band organs and orchestricns. Heretofore, the dealers' attention has been chiefly directed to the self-playing piano, and this instrument is now being pushed successfully in every section of the country. The band organ and orchestricns are newer propositions, but are receiving due attention at the hands of a great many dealers. The band organs represent brass bands of any complement desired, from the smallest to those of the fullest instrumentation, the music

The Only Practical Automatic Drinking Fountains Manufactured



We are the only manufacturers of Automatic Drinking Fountains whose machines are in actual operation.

Our machines are being used exclusively by the Jamestown Exposition management.

REFERENCES.

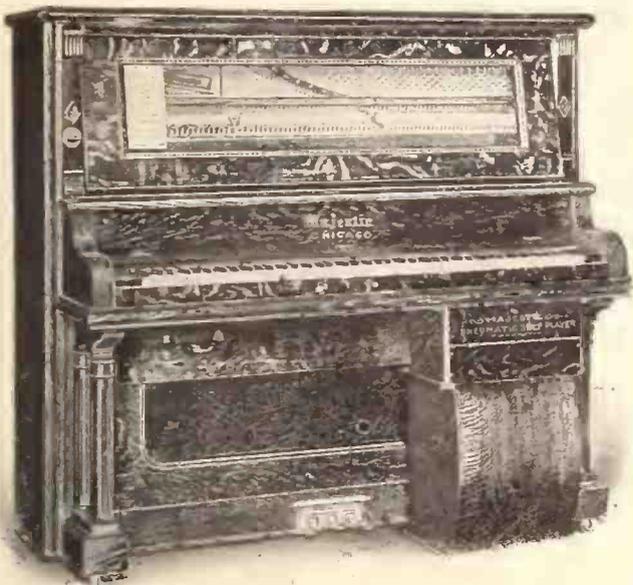
We can give you the names of many people in all parts of the country who are using and are delighted with the success of our Automatic fountains.

Write us for terms and any information you desire.

Automatic Drink Machine Co.
415 Broadway, NEW YORK CITY

being produced by a pinned cylinder, each of which carries eight tunes. New tunes may be secured at low cost. They are used chiefly by merry-go-rounds, skating rinks, dance halls, fair entertainments, traveling shows and various kinds of amusement resorts.

The orchestrions consist of several distinctly different types. Some represent a full brass band and others a band in accompaniment with a piano. The most widely-used type of orchestrion, however, is the concert instrument which represents an orchestra. They are played by means of perforated paper rolls, and are especially adapted to restaurants, cafes, hotel dining-rooms, skating



MAJESTIC AUTOMATIC PIANO.

rinks, dance halls, excursion boats, private residences, etc.

The usual plan of selling both band organs and orchestrions is a very favorable one from the dealer's standpoint, as he is only asked to find a purchaser and is thus able to earn a nice commission for his trouble without having to carry the account of the purchaser. Fourteen different models of band organs and orchestrions were heard and the instrumentation of each was ex-



BRASS BAND ORGAN.

cellent. There was none of the confusion of trumpets, piccolos, bases, trombones and various other instruments, but each group of instruments sounded clearly and distinctly from the rest; in fact, the bringing out of the tone of the individual instruments was accomplished with remarkable precision, while the most difficult numbers requiring skilful blending of units, were handled in splendid style. So much for the orchestrion and band organ which seem to offer the dealer excellent opportunity for turning an occasional sale.

Messrs. Lyon & Healy state that a large part of their business in nickel-in-the-slot pianos is being done by operators who make a practice of placing a number of self players on the commission basis. A great many dealers have been so successful in this practice that it has grown to be one of the

best paying departments in their business. The idea is to secure self-players in lots of from five to fifteen, and distribute them among desirable restaurants, cafes, etc., sharing the returns with the proprietor. Occasionally a cafe will not ask a commission even, as the playing of the instrument naturally causes a large increase in their sales. However, when the commission arrangement is entered into, the allowance to the resort varies from 10 to 20 per cent.

A great many proprietors who accept self-players on this basis quickly realize the value of the instruments as money makers, and purchase them outright, their reason for not doing so in the first place being that they prefer to know positively that the self-player will pay them, which it invariably does.

As a matter of fact, the initial cash payment is often all the purchaser is ever required to invest, because of the large amount taken in by the instrument from the very start.

A DRAWBACK ALLOWED

By the Treasury Department in Connection With the Exportation of Combined Projecting Moving-Picture Machines.

(Special to The Talking Machine World.)

Washington, D. C., May 31, 1907.

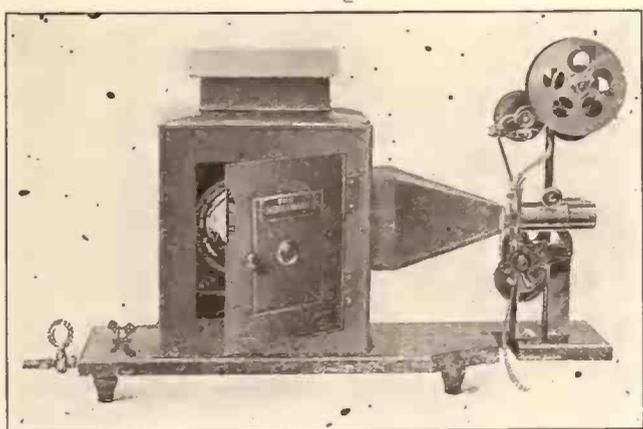
Replying to an inquiry of the Selig Polyscope Co., Chicago, Ill., for drawback on the exportation of a combination moving-picture made with the use of imported mounted lenses, the Treasury Department, on May 7, addressed the subjoined letter of instructions to the Collector at that port:

"On the exportation of combined projecting moving-picture and stereopticon machines manufactured by the Selig Polyscope Co., of Chicago, Ill., with the use of imported mounted lenses, a drawback will be allowed equal in amount to the duty paid on the lenses so used, less the legal deduction of 1 per cent. The preliminary entry must show the marks and numbers of the shipping packages and the contents of each package separately and in the aggregate.

THE PROBLEM SOLVED AT LAST!

A PERFECT MOVING PICTURE MACHINE FOR THE HOME

AN INSTANTANEOUS SUCCESS



The IKONOGRAPH

It can be operated by a child.

The IKONOGRAPH is to the eye what the talking machine is to the ear. **It is not a toy**, but a practical machine, giving results in every way comparable with those of any high priced moving picture machine.

You Sell Phonographs, Why Not Moving Picture Machines?

Of Highest Educational Value, and In Demand for Church, Sunday School, Lodge and Home Entertainments.

Write for Pamphlet

Retail Price, \$40.00

IKONOGRAPH COMMERCIAL CO. 36 East 23d Street
NEW YORK

We Make Pennies Grow

If you deposit your savings in a bank, you may earn 3 per cent. or possibly 4 per cent. Invest them in a Penny Arcade and

your investment will net you 150 per cent. to 300 per cent. per annum.

LET US PROVE IT TO YOU.

Let us show you how you can gain an independent income by an investment of \$600 and upward.

We will start you, assist you in every way in making your establishment a profitable one, and give you the benefit of our 20 years' experience both as operators and manufacturers.

WE WILL SEE THAT YOU MAKE A SUCCESS, for *your success* will mean *our success*.

Given a fair location, and that is easily found in any town with a population of upward of 5,000, your investment will be returned to you in four or five months, after which all receipts are CLEAR PROFIT.

Just now is the *time to start* and take advantage of the spring and summer season.

Your town certainly should have an ARCADE. If there already is one in operation, YOU start another better one and show that you are up to the minute and a hustler.

If you are now operating an ARCADE, improve the same by adding CAILLE MACHINES and CUT DOWN REPAIR BILLS.

No machines like CAILLE MACHINES for showing big receipts!!

The public prefer Caille Machines, as they always work and always work correctly. They never are out of order.

No scales like CAILLE SCALES, and we make 5 different styles, all of them absolute leaders.

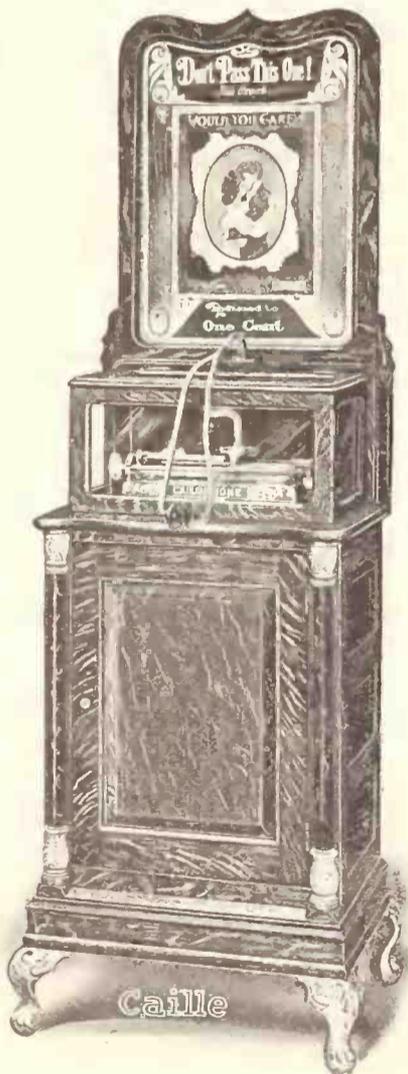
But we also make the famous CAILOSCOPE and have recently patented the CAILOPHONE, both of which machines outdistance anything on the market.

In fact we make *257 Varieties*, all of them "*Caille Quality*," which means excellence in every detail of construction, mechanism and appearance.

A postal Card will bring you our handsomely illustrated Catalogue for 1907, showing the largest line of coin controlled machines manufactured in the largest plant in the World devoted exclusively to the construction of automatic devices.

WRITE TO-DAY and be
First on the Ground.

The Caille Bros. Co.
DETROIT, MICH.



Eastern and Export Office:
32 Union Square, N. Y. City

Western Office:
902 Republic Bldg., Chicago

"The drawback entry must show the total number of projecting moving-picture and stereopticon machines exported, and the number, kinds and sizes of imported mounted lenses contained therein, describing the same as they are described in the import invoice or invoices, and, in addition to the usual averments, that the merchandise was manufactured of materials and in the manner set forth in the manufacturer's sworn statement, dated March 15, 1907, transmitted herewith for filing in your office. In liquidation, the imported mounted lenses of various kinds and sizes which may be taken as the bases for the allowance of drawback entry, provided it shall not exceed two mounted lenses for each complete machine."

MOVING PICTURE SHOWS IN MUNCIE.

(Special to The Talking Machine World.)

Muncie, Ind., June 4, 1907.

As in many other cities at the present time the moving picture shows in Muncie are having their own troubles with the neighbors. In response to a petition signed by a number of merchants the city council attempted to frame up an ordinance prohibiting the use of loud-talking machines in front of the theaters. The ordinance was, however, laid over for a month, for, although some of the councilmen were in favor of putting the taboo on the machines, other members believing the owners of the theaters to be fair minded business men, insisted that the proprietors be given a chance.

The visit of the committee to the proprietors the other day met with approval, for all of the owners agreed to muffle the machines during the afternoon, while most business houses and offices are open.

Even though considerable complaint has been made against the music that issues from the talking machines, there are many who enjoyed it. Some said the noise did not bother any more than a passing street car. Clerks in various establishments said it broke the monotony of the

working hours and are sorry that the machines are not allowed to play as of old.

A RIVAL OF THE PHONOGRAPH.

The strong hold which the moving pictures have taken on the minds of all classes of the public has been acknowledged for some time past, and has lent no little stimulant to the active mind of the inventor, intent upon producing a machine which should satisfy this demand in a practical manner, eliminating the prohibitive cost and complication of the best machines of the day.

The Ikonograph Commercial Co., at 36 East 23d street, New York, have recently put upon the market its "Ikonograph," a machine which has effectively solved the problem. It is so simple that even a child can operate it, and as its weight is but five pounds, may be easily transported. It is the ideal home entertainer.

"What the phonograph is to the ear the Ikonograph is to the eye," aptly characterizes the machine. Its reproductions are as clear in effect as those of the most expensive machines, and without the flickering so annoying to the eyes. It is "fool proof," fireproof and accident proof.

The necessary light is furnished either by an electric light, connected by a flexible cord to an electric fixture, or by a gas light connected by a rubber tube to a gas fixture, or by a safe and simple self-sustaining acetylene gas lamp. Either method produces most satisfactory results.

For professional use in theaters or large halls the same machine with an oxy-hydrogen light or electric arc light produces a picture 12 by 18 feet in size, which in clearness of definition and absence of flickering equals those of the most expensive machines.

For the use of the family at home, the merchant with goods to advertise, the teacher with lectures on geography, history or literature to illustrate, the enterprising young man looking for a clean and profitable business, no extended

arguments to demonstrate the wide possibilities of the Ikonograph are needed.

The low retail cost of \$40 for the machine complete and ready for operation brings it well within the reach of all.

Picture films in lengths of from 15 to 150 feet are supplied in great variety of subjects at a cost approximating that of disc records. Once the merits of this machine are illustrated, the demand will unquestionably be very great, and should prove an extremely profitable adjunct to the stock of talking machine dealers throughout the world.

ARCADE MEN INCORPORATE

To Fight the Crusade Being Waged Against Them by the Municipal Authorities—Demand a Square Deal and Will Fight for It.

The activity of the authorities against the moving picture shows, the "nickel arcades," "penny vaudeville" and "dime varieties" has caused the owners of these enterprises to combine for common defence. A certificate of incorporation of "the Moving Picture Exhibitors' Association" was filed by their counsel, Florence J. Sullivan, in the County Clerk's office to-day.

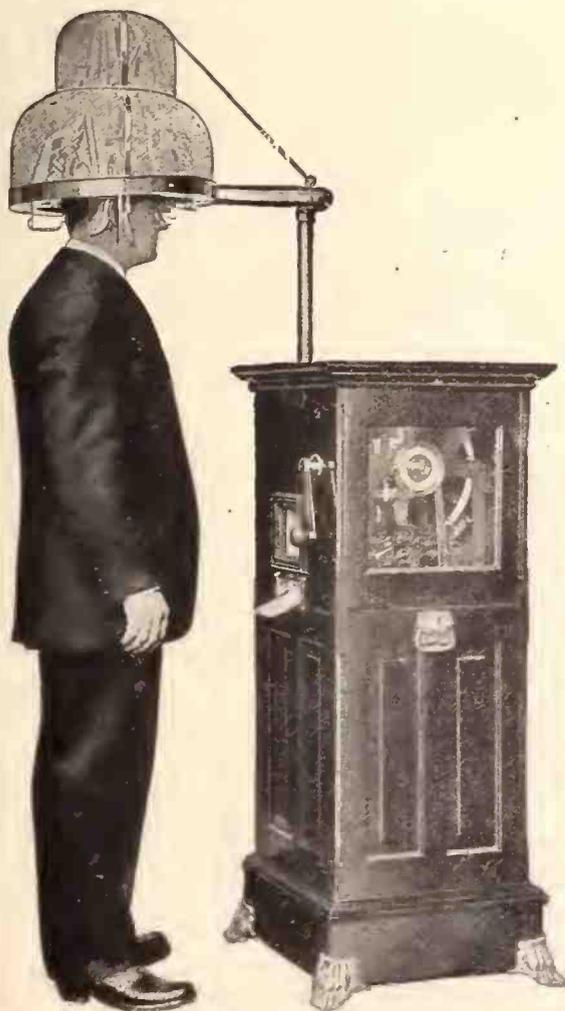
"There are about 350 of these places, generally in ordinary stores, now running in Greater New York," said Mr. Sullivan. "They are nearly all nickel and penny exhibitions, and they represent an aggregate investment of nearly \$7,000,000. They employ 3,000 persons—cashiers, 'barkers,' lecturers, cleaners, ushers and the like, and it goes without saying that a wholesale condemnation of these exhibitions is wrong. The raid of the authorities upon them, manifesting itself in the attempt to arbitrarily revoke the licenses of sixty of them without a hearing, must be met. That is why this association was formed."

The moving picture show people suspect that the men who run the more pretentious amusements of the city, the theaters, roof gardens and the like, are back of the crusade against them.

NOVELTY MONEY-MAKERS

SEE THESE AND MANY OTHERS
When in Chicago for
THE CONVENTIONS

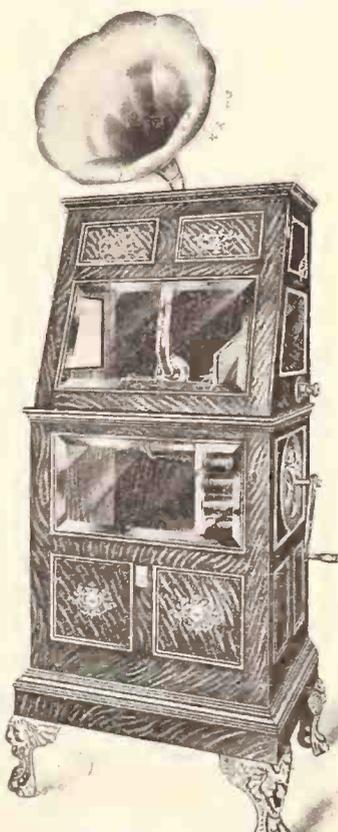
Held at the Auditorium June 17th - 22d
Show Rooms, 9th Floor, 209 State Street, Chicago, Ill.



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This marvelous invention scientifically measures, delineates, prints and delivers on a sheet of paper the degree of development of every faculty of the Brain. Write for particulars.

- Harp-Pianos
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THE CONCERTOPHONE.
(Sales now controlled by us.)
A Nickel-in-the-Slot Graphophone.
Extra loud and clear. Selection of 25 Records. Spring Motor. Rejects slugs.

- Amusement Ideas
- Penny-Arcades and Machines
- Moving Pictures and Films
- Slot Machines
- Trade Stimulators
- Circle Swings
- Ferris Wheels
- Striking Machines



TUG-OF-WAR AMUSEMENT.
One of 200 Penny-Arcade machines we carry in stock. Send for complete catalog.

LYON & HEALY'S NEW CATALOG

Just Issued, and Devoted Exclusively to Automatic and Mechanical Musical Instruments, Is an Admirable Publication in Every Way.

That Messrs. Lyon & Healy, of Chicago, are decidedly "au fait" in the matter of catalog making, is fully evidenced by their new catalog of automatic and mechanical musical instruments just to hand. It is noteworthy alike for its artistic appearance as well as for the completeness of the line of goods exploited and the interesting manner in which they are illustrated and described. The volume consists of 32 9 by 12 inch pages, printed on pure white enamel paper, with an attractive cover of gray deckle edge stock printed in two colors, with embossed title. The instruments shown include about everything that is employed for "public music" in such places as amusement parks, skating rinks, cafes, soda fountains, tent shows, excursion boats, dance halls and carnivals, merry-go-rounds, fair entertainments and other public places where people "most do congregate for amusement and recreation."

The completeness of the line is well described in the introduction, which says: "There is no character of place to which the public would be attracted that we cannot equip with satisfactory music." Then follows full-page illustrations and descriptions of the instruments, beginning with the Lyon & Healy pianette, an inexpensive 39-note nickel-in-the-slot piano, which uses a spring motor for power and for which no electric current is needed.

A 44-note self-playing piano comes next, then a full-size self-player. After these a varied line of popular military band organs (six different models of varying instrumentation), for which the claim is made that "their instrumentation stands unapproached by that of any similar in-

struments." There is a wide price range from \$350 to \$1,500 on these popular sellers.

Piano orchestrions are next. These are handsome appearing instruments which represent a band in accompaniment with a piano and are played by means of music rolls. There are also special skating rink orchestrions which replace a full brass band, and Lyon & Healy are general distributors for these famous instruments made by M. Welte & Sons, as well as for their beautiful pneumatic concert orchestrions which use a perforated paper roll and afford a perfect imitation of a full orchestra. The last are being adopted by restaurants, cafes, candy kitchens, hotels and such places.

Altogether the catalog is an extremely useful thing for the music dealer to have on his shelves, for while the demand for this class of instruments is not so common as that for pianos and talking machines, a good deal of business is to be picked up in every city and town, and a catalog like this one is the next best thing to having the goods to show; in fact, it may be the means of landing many a sale that otherwise would get by. Messrs. Lyon & Healy state that they will be glad to send their handsome catalog to dealers who are interested enough to ask for a copy.

MOVING PICTURES AN INFLUENCE

In Causing a Feeling of Unrest Among the Natives of India With Their Government.

The unrest of the native population of India, manifested recently in disorders, has occasioned much uneasiness in England. The trouble had its origin in the attempt of the Hindoos to boycott British goods. While the present ferment is in a sense a manifestation of perennial unrest, the cause of many explosions in the past, it has its particular sentimental genesis, and this is the

success of Japan over Russia. It is the first cousin of "The Orient for the Orientals," "China for the Chinese," and similar catch-phrase doctrines.

Dense as the mass in India is, the victory of Japan has penetrated its inner consciousness; in fact, many pains were taken to see that it did. Within the last year the whole East has been plastered with cheap motion picture shows, almost invariably managed by itinerant Japanese.

A Chinese or Indian coolie cannot be reached by literature, as a rule, except indirectly; but he is absolutely open to impressions from pictures which show the white race he has so long respected and feared beaten at war by a dark-skinned brother.

In this way has the message which Japan's victory carries to the East been communicated to the masses in China and India. One of these exhibitions was stopped in Singapore, and while the police gave as their reason some alleged obscenities, the real reason was the pseudo-political character of some of the pictures. The government is considering the propriety of expurgating some of these shows.

While the present disorder in India can hardly be taken as seriously presaging another mutiny, the government regards the situation as one calling for tact coupled with firmness. Prominent British officials in India have not felt at ease for several months past, nor will they until the agitation entirely subsides.

ARCADE MEN SECURE INJUNCTION.

McCahn & Weissman, who conduct a moving picture business at 555 Eighth avenue, have obtained from Justice Davis in the Supreme Court an ex-parte injunction restraining Police Commissioner Bingham, Captain Stephen O'Brien and the police generally from entering the premises in question without a warrant or other legal process or from interfering in any way with their business.

Gustavus A. Rogers, counsel for the plaintiff, said that Captain O'Brien had threatened to close up the place. Rogers also got a similar injunction for William Fox, whose place of business is 1498 Third avenue.

Assemblyman Prentice's bill, which was designed to put out of business the arcade and moving picture places in New York City, was killed by the Senate on June 4. The fate is a deserved one, as the bill was entirely unnecessary.



THE MUTOSCOPE

For Summer Parks, Penny Arcades, etc., has proved itself to be the greatest money earner of all coin-operated machines. In fact it has made the "Penny Vaudeville" what it is to-day. The privilege of free exchange of pictures keeping them fresh and up-to-date, make it always attractive. Our New Type E Mutoscope, besides being handsomer in design, possesses many improvements in mechanism over former models.

Write for Particulars

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Do you want more Profit?

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Coin Operated Piano
in the World

This is a First-class Upright Piano—Can also be played by hand in the usual way

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Manufacturers of

44 AND 65 NOTE ELECTRIC PLAYERS

with or without nickel in the slot attachment

SECURE THE AGENCY NOW.

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Everything in NEW and S. H.
Motion Picture
Machines

Films, Stereopticons, Song
Slides and Supplies. Same
Wanted. Catalogues free.

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Coin Operated Talking Machines
Coin Operated Illustrated Song Machines
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EXPERIENCE

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Scientific American.
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Evolution of the PEERLESS Coin - Operated Piano

These Pictures show how the
PEERLESS COIN-OPERATED PIANO
will turn into MONEY

There is no medium on earth to compare with these instruments as real money getters for every one who handles or owns them.

One PEERLESS took in a little over ONE THOUSAND DOLLARS from the 27th of June until the 27th of November last year—five dull months. Of course, this particular Piano was equipped with a 25 cent slot, but that only goes to show the high appreciation of the public — PEERLESS quality always brings a high rate of profit.

The PEERLESS COIN-OPERATED PIANOS do not stop running when ONE BARREL is filled with MONEY, they keep right on working while you rest.

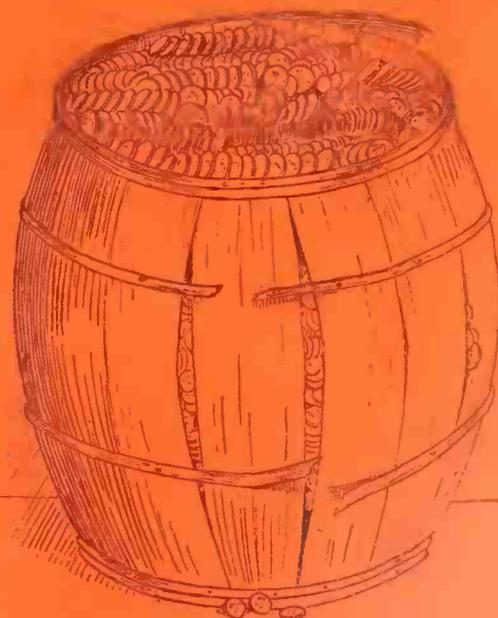
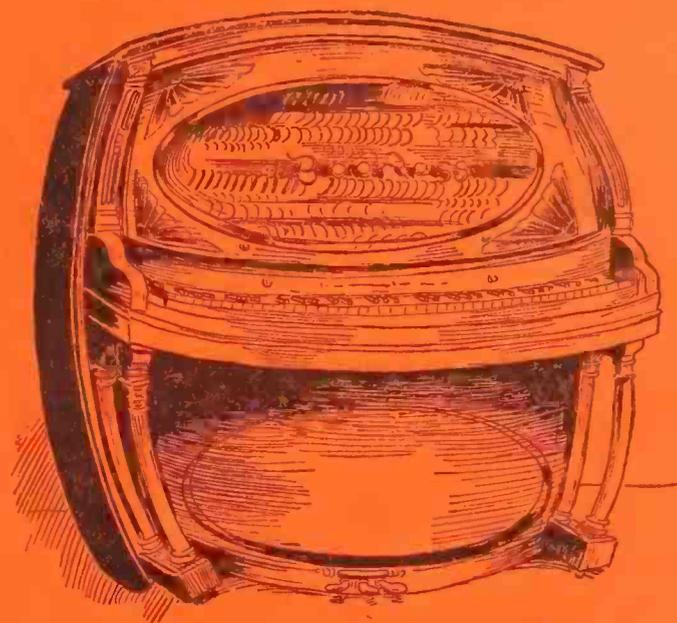
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There is a constantly *growing demand* for Columbia Records.
The dealers who supply that demand are *bound* to have a
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COLUMBIA Disc and Cylinder RECORDS

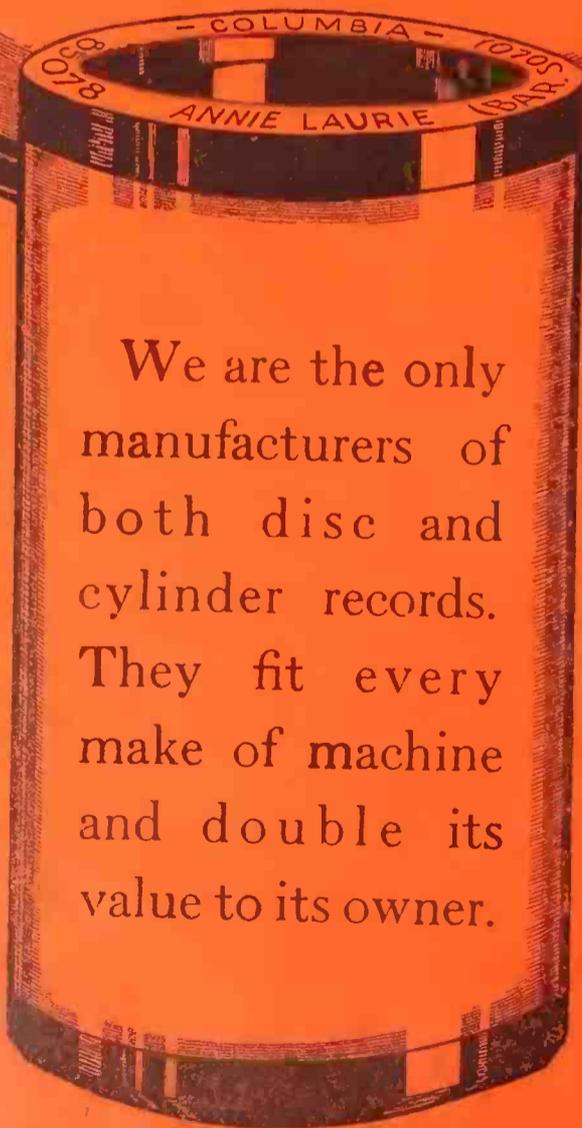
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That's why they are *made better*.

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We are the only
manufacturers of
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They fit every
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DEALERS WANTED WHEREVER WE
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