

The TALKING MACHINE WORLD

For the makers & sellers of talking machines

Published Each Month by Edward Lyman Bill at 1 Madison Avenue, New York, January 15, 1905.

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1905

THE PUBLISHER'S ANNOUNCEMENT

WITH this issue THE TALKING MACHINE WORLD makes its first bow to the makers and sellers of talking machines. The interests of the talking machine industry have developed so that, in my opinion, there is to-day an actual need for a special trade exponent—a need for a paper which shall be thoroughly independent and shall represent the interests of the trade in a fair and consistent manner—a paper that shall be reliable and clean cut in its utterances and shall disseminate news of a truthful character—a paper which shall faithfully record the advances and improvements which are steadily going on in this "infant industry." THE TALKING MACHINE WORLD will endeavor by every consistent means to advance the legitimate interests of manufacturers, jobbers and dealers. Back of this publication is a newspaper organization which reaches every city and hamlet in the land. Offices are maintained in New York, Boston, Chicago and San Francisco, and representatives in scores of towns throughout the country will keep this paper in close touch with the talking machine interests everywhere.

I am going to make no flamboyant statements as to what is going to be accomplished. I shall endeavor to build a helpful trade newspaper property which shall faithfully assist the industry which it represents. The talking machine, which was first looked upon as a fad of short duration, has grown to be an important factor in the line of special industrial products. I believe that the industry is to-day of such importance that it will support an independent

trade exponent. Whether I am correct in my opinion or not, the future will demonstrate. Naturally, the first issue high perfection, and it is only through the criticism which I invite, and the financial support which I hope to merit, that I can make a success of this new enterprise. If this industry is ready for a straightforward publication which shall be faithful to its interests, I shall endeavor to meet its requirements to the utmost. My experience in trade newspaper work extends over a period of many years and in The Music Trade Review I have been devoting considerable space weekly to the talking machine trade to the extent of giving it a special department. I believe that the time is ripe for the establishing of a separate publication.

As time goes on and business develops, I hope to have a number of special departments. I wish to make THE TALKING MACHINE WORLD the forum of the trade, to make it invaluable to manufacturer and dealer, to make it of such value that it will be sought for eagerly by all branches of the trade for the information and for the suggestions which it contains.

I hope to merit the good will and co-operation of those whose interests lie in this particular industry. Without that support the outlay is useless. I shall endeavor to do my part and do it well, and that reminds me the subscription books are open, only 50 cents per year, and I can comfortably take care of a number of advertisements, promising in both cases a splendid equivalent for the money invested.

EDWARD LYMAN BILL.



"INDIAN RECORDS"

Haye you heard them?

"Simply Great"

is the universal verdict.

Send a small trial order and you'll say so too when you hear them.

If

not,
send
them

back
at
our
expense



Drop
us
a
line
and
let
us
know

where you are and what you handle
and give us a chance to get acquainted. We will send you an
up-to-date Catalogue of Records.

AMERICAN RECORD CO.

HAWTHORNE, SHEBLE & PRESCOTT

Sales Managers

241-243 West 23rd Street
NEW YORK CITY



"THE TALKING MACHINE IS HERE TO STAY."

So Says Vice-President C. N. Post, of Lyon & Healy, Chicago—The Past Year an Epoch-Making One in Talking Machine Trade—This Well-Informed Gentleman Talks Interestingly With The Talking Machine World on Many Timely Topics.

(Special to The Talking Machine World.)
Chicago Office, Talking Machine World,
36 La Salle St. Jan. 13, 1905.

C. N. Post, vice-president of Lyon & Healy, reluctantly assented to my request for a chat on talking machines, declaring that it was hardly fair to expect him to talk about his competitors. I resented Mr. Post's self-slander and soon found that he was in his usual good trim. Here's a man who given his topic, seems intuitively to know just what a newspaper man wants regarding it.

"The past year has been an epoch-making one in the history of the 'talking machine,'" said Mr. Post, with an emphasis on the term as though it was poorly descriptive of its subject. "While it's coming in the larger sense hasn't been apparent for a couple of years past, yet 1904 can really, I think, go into history as the year when the talking machine first became generally recognized as more than a toy and as a medium not only of entertainment suitable for the homes of the refined and artistic and when it first assumed its place as an educational force."

"Whatever views might have been held a few years ago no one at all conversant with the facts in the case now can doubt that the talking machine has come to stay, although not, of course, entirely in its present condition, which is very satisfactory and practical and is the result of a most remarkable evolution from the crude beginnings. The past two or three years have marked greater strides in the perfecting of the machine, in the scientific construction of disks, in securing clear, exact reproductions of vocal and instrumental music and the elimination of marked defects heretofore noticed than in all the years preceding. Is it not natural to believe that inventive genius sufficient to produce such remarkable results in so short a time will continue to concentrate itself on the subject and that another year or so will produce results which will still further astonish the world and advance the talking machine nearly to the point of absolute perfection?"

"In a late conversation with Mr. Johnson, the president of the Victor Talking Machine Co., he told me that they had as many improvements in mind, some partially solved and some almost ready for use as they have brought out in the past.

"I think it only just to say that what the Victor people have accomplished deserves credit in large degree for popularizing the talking machine among people of genuine culture. As everyone knows they have spent simply fabulous sums in obtaining records from people like Melba, Sembrich and all the leading interpreters of vocal and instrumental music.

"Some of the tendencies we have noticed right here in the house the past year may be of interest to you. Prior to this year sales of \$50, \$75 and \$100 outfits have been rare at least for home use. This year they have constituted a very large portion of our business. We have a \$35 outfit which is equipped with a motor sufficient for eight or ten short records at a run, and we have sold a number of them. We have sold more \$45 and \$50 outfits than \$25 and \$30 outfits a year ago. These figures speak eloquently of the advance in the practicability of the machine as well as the growing recognition of its desirability by the public.

"No; the talking machine in its later development is not causing readjustment or disturbance in the music trade in any way. It is simply an added line. On the other hand, it undoubtedly has a beneficial effect on the sale of sheet music and stimulates the desire for musical instruments to some extent. Why we have had lots of people come to our music counters and say they wanted to get such and such a piece they had just heard in our Victor Hall.

"We have taken a very deep interest in the talking machine business and as I suppose you

know, have tried to contribute our mite in a practical way toward its advancement. One of the men in our factory invented the softer toned needle, the patents of which we control and which we are now marketing in quite a large way. I guess it is generally acknowledged that by its use the reproduction, both of instrumental and vocal music has been considerably advanced by securing a clearer tone and the practical elimination of the scraping accompaniment which used to almost destroy the enjoyment of the hearer.

"I can only reiterate what I said in the beginning that the talking machine is here to stay and that still greater commercial and artistic triumphs await it in the future."

WHAT POSTERITY WILL INHERIT

Through the Aid of the Talking Machine—Opens Up a Glorious Vista—with the Aid of the Kinetoscope or Biograph, Not Only the Voice but the Action Shall Be Immortalized.

Lucky posterity! Melba has sung before a talking machine with Kubelik playing the accompaniment. Five hundred years from now, a generation as different from us of to-day as we are from the Elizabethan Englishmen will listen to the marvelous voice of the great soprano mingling with the exquisite strains of Kubelik's violin. To us, the great singers of the past and the great musicians are only memories or traditions. Fanny Nightingale's voice perished with its last echoes. She was born too soon. No human ear will hear again the sweet, perfect tones of Adelina Patti in her prime. But from this generation forward the voices of the great singers, the music of the master-players, will be preserved forever on numerous imperishable records. Lucky posterity! Each succeeding generation will inherit the accumulated phonographic riches of its predecessors.

And it is not only music that will be preserved. The foremost actors, the great orators, the eminent statesmen, the wits, the famous women, all will talk into the brazen funnel and leave to posterity perfect records of their voices. Macaulay's New Zealander will hear the tones of Bryan declaring that you shall not press a crown of golden thorns upon the brow of labor. He will hear the speech of Balfour and Chamberlain as it dropped from the lips of those statesmen in the remote antiquity of the twentieth century.

But this is not all that posterity will inherit. The kinetoscope or biograph will supplement the phonograph. Not only the voice but the action shall be immortalized. A thousand years from now people shall see President Roosevelt walking to his carriage; shall see a hundred active scenes of life in the twentieth century. Lucky posterity!

What would we not give for a record of Cleopatra's voice and a sight of Julius Caesar riding through the streets of Rome; for a moving picture of a tumult in the Roman forum, or of the slaughter of a gladiator in the Coliseum; for an audible reproduction of Shakespeare's speech and a kinetoscopic picture of him as he walked and talked in the spacious times of which he was the brightest ornament?

As yet the phonograph and the kinetoscope are regarded mainly as ingenious devices for catching pennies. They are very amusing and interest learned scholars even more than they do children. But do we appreciate the value of these marvelous instruments to the historians? Have we thought on the good fortune of the coming generations which will be enabled to hear the voices and see the moving figures of great men long dead?

In the year 3000 the professor of ancient history in the University of California will, according to the Bulletin of San Francisco, illustrate his lectures with moving pictures of men and

events of the year 1904. "Here," he will say, "we have a crowd at Lotta's fountain in San Francisco. You will observe the costumes of the period, especially the awkward and grotesque skirts and hats of the women. That was a barbarous age. And here, ladies and gentlemen, is President McKinley laying the cornerstone of a monument in Union square. You will observe his dignified and even stately action. I will now turn on the phonograph and let you hear the speech which he made on that occasion. You cannot understand him, for the English language has undergone much change in eleven hundred years. Doubtless President McKinley, in his time, would not have understood the English, or rather the Saxon, of the year 800. Your professor of early English will use this record in a course of lectures to be given later in the term."

Every government ought to begin laying away in its archives phonographic and kinetoscopic records that will be of historical value in the future. Presidents, celebrities of all sorts, who now sit for the painter, should talk for the phonograph and stand before the camera for the kinetoscope.

ST. LOUIS CLOSED GREAT YEAR

In Talking Machines and Supplies—Prominent Dealers Interviewed Make Very Encouraging Reports—1905 Will Break All Records.

(Special to The Talking Machine World.)
St. Louis, Mo., Jan. 14, 1905.

One of the gratifying features of last year's business was the splendid increase in the talking machine trade reported by most of the houses that handle this line of goods. The Victor Talking Machine Co., D. S. Ramsdell, manager, report a very large increase in their business for 1904 over that of 1903.

W. C. Fuhr, manager of the Columbia Phonograph Co., reports a splendid increase in their sales for the year 1904 over that of 1903. He considers this quite remarkable in view of the World's Fair proving such a detriment to the music trade.

The Conroy Piano Co. make equally as favorable reports on the Edison phonograph.

The Thiebaut-Sterlin Music Co. state that their wholesale trade on talking machines has been quite satisfactory, that owing to their time being so greatly occupied in planning, erecting, and moving into their new building, they have not pushed this line as strong as they would have otherwise done. They intend to give this branch of the business more attention in 1905, and expect greater results.

This firm has a fine commodious room handsomely equipped on the third floor of their new store, which is used exclusively for Regina music boxes. They carry a very large stock of this line, and they report an increase of 66% per cent. in their music box trade for 1904 over that of 1903. They are looking for a splendid trade this year.

The O. K. Henck Piano Co., who have added talking machines and music boxes during the last year, are well pleased with the trade they have had on these lines.

The Val. A. Reis Music Co., who recently added the Talk-o-Phone machine to their line, report a nice volume of trade on them.

GRAPHOPHONE POINTS.

Decided by Board of Appraisers That They Are Not Dutiable as Needles.

(Special to The Talking Machine World.)
Washington, D. C., Jan. 12, 1905.
F. B. Vandegrift & Co. of Philadelphia, filed protest against the assessment of duty by the collector at that port regarding the classification of graphophone points. The protest was overruled, however, by the United States Board of General Appraisers, December 31, 1904, in which judge said: "Protest overruled on authority of G. A. 4928, holding that graphophone points are not dutiable as needles under paragraph 165, tariff act of 1897."

COLUMBIA WINS! OVER ALL OTHERS

THE GRAPHOPHONE AND COLUMBIA RECORDS
RECEIVE HONORS AT THE ST. LOUIS
EXPOSITION EQUAL TO THOSE
GIVEN ALL OTHER TALKING
MACHINE COMPANIES
COMBINED.

THE GRAND PRIZE,
HIGHEST POSSIBLE AWARD
AND THREE GOLD MEDALS
ALREADY OFFICIALLY CONFIRMED
DEPARTMENT OF LIBERAL ARTS
GROUP 21, MUSICAL INSTRUMENTS.
AWARDS IN OTHER GROUPS PENDING.

COLUMBIA GRAPHOPHONES.

Cylinder Machines, \$1.00 to \$100.
Disc Machines, \$1.00 to \$65.
Columbia Gold Moulded Cylinder Records,
Columbia Disc Records, 7 inch,
25 cents each.
10 inch, 50 cents each.
\$2 per dozen.
10 inch, \$1 each.
\$10 per dozen.

BEST AT ALL POINTS.

For sale by dealers everywhere and by the

COLUMBIA PHONOGRAPH COMPANY, Genl.

Pioneers and Leaders in the
Talking Machine Art.

Grand Prize, Paris, 1900.
Highest Award,
St. Louis, 1904.



CHICAGO 28 Western Ave.
DETROIT 1000 Michigan
ST. LOUIS 1000 Olive St.
PHILADELPHIA 1000 Market St.
NEW YORK 1000 Broadway
CLEVELAND 1000 Euclid Ave.
BOSTON 1000 Tremont St.
SAN FRANCISCO 1000 Geary St.
ATLANTA 1000 Peachtree St.
PATERSON, N.J. 1000 Main St.
NEW YORK 1000 Broadway
OMAHA 1000 Farnam St.
KANSAS CITY 1000 Main St.
DETROIT 1000 Woodward Ave.

MONTREAL 1000 St. Laurent St.
WASHINGTON 1000 F St., N.W.
TOKYO 1000 Marunouchi
MINNEAPOLIS 1000 Nicollet Ave.
ST. PAUL 1000 University St.
BOSTON 1000 Tremont St.
PATERSON, N.J. 1000 Main St.
NEW YORK 1000 Broadway
OMAHA 1000 Farnam St.
KANSAS CITY 1000 Main St.
DETROIT 1000 Woodward Ave.

LONDON 1000 Regent St.
BIRMINGHAM 1000 New Street St.
EDINBURGH 1000 Princes St.
GLASGOW 1000 Buchanan St.
CARDIFF 1000 Mary Street

THE TALKING MACHINE WORLD.

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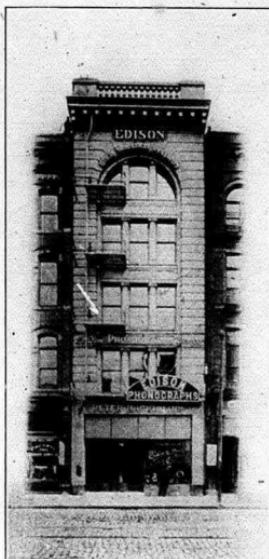
SAN FRANCISCO'S BIG TRADE.

Talking Machines Very Popular on the Coast—
Some Very Large Concerns—The Talking
Machine World Will be Sought for Eagerly.

(Special to The Talking Machine World.)

San Francisco, Cal., Jan. 7, 1905.

It is surprising how the talking machine business has developed on the Pacific coast during the past two or three years. Aside from large musical houses which do an enormous business in these machines, there are hundreds of exclusive



PETER BACIGALUPI'S ESTABLISHMENT.

talking machine stores scattered all over the Pacific coast.

It is safe to say that San Francisco is the best town in the United States in proportion to population for the sale of talking machines. One of the prominent music houses here sold over fifty thousand dollars' worth of instruments in records last year. There is no point in the country where the talking machine has a hold on the public that it does on San Francisco and tributary territory. A concern which has transacted a large business in Edison phonographs and records is Peter Bacigalupi. He has a big establishment at 786 Mission street, where an enormous business is conducted.

I find upon talking with the dealers here, some of whom have been advised as to the appearance of The Talking Machine World, that it will be looked forward to with great interest. A number say that the Pacific slope will give an independent paper devoted to the talking machine interests a splendid support, and you can rest assured that the first paper will be eagerly sought for by men who are interested here on the Pacific slope. One of the best known men said to me yesterday: "I feel confident that the time is ripe for such a publication and we all know Edward Lyman Hill and the magnificent paper which he has built up in the musical industry. There is no reason why he should not score just as great a success in the talking machine line. I am glad to know that an institution with progressive ideas will be behind this new enterprise. I believe it will be a success from the start."

Trade in the Northwest is very active. John

TRADE ASSUMES BROADER PHASE

While Jobbers Are Complaining of Business for
Last Month, Yet General Trade is of Larger
and Better Character Than Ever Before.

Jobbers have complained of slow business during December, truly the best month of the year, otherwise trade is excellent. A leading manufacturer, speaking of this peculiar development, said to The Talking Machine World last week: "We must all acknowledge that so far as the factories are concerned a busier time has never been known. Every plant has all it can swing to, and is actually behind on orders. But a change seems to be coming over the trade and the jobber is not so much of a factor as formerly. Until quite recently he had the cream of the business; but now the distribution is more general; more concerns are buying direct and in such quantities as to entitle them to the most favorable terms. This switching is not at all to the liking of the jobbers, and during the pre-holiday trade the effect on their sales was so marked as to call forth the complaints of slow trade. As a matter of fact trade is just as good, better in truth than ever before; but the kernel of the situation is that the business is drifting into broader channels and along lines requiring a readjustment of the situation when conditions are being summed up."

GREAT EXPORT TRADE

In Talking Machines May be Looked for—The Good Result of a World-Wide Campaign.

Big developments may be looked for this year in the export demand for phonographs, according to the manager of the export department of the Columbia Phonograph Co., New York. "Until a year or so ago," he said, "we paid little attention to export possibilities, as our home demand was about all we could attend to. Nevertheless we received quite a few orders from abroad through export commission houses and from our general advertising. During the past year we have sent agents to various foreign countries to introduce our machines and their success has been wonderful. We are going ahead on the plan of giving our foreign customers just what they want and have introduced 'local color' where possible, by having records made by foreign bands and singers right in the countries where we expect to sell the records. We have sold thousands of machines in Mexico and Cuba and have an agent out now who is making a grand tour of South America. The Spanish speaking people in those countries are great lovers of music, consequently we sell more band records and such than any other kind. We now have orchestras and singers in all parts of the world turning out records so that we are prepared to handle any foreign demand that may arise. We expect this year's foreign business to be three or four times greater than last year, which in turn was more than twice as great as the year before."

BIG SALES OF MCGREAL BROS.

Business Totals 2,000 Phonographs and 60,000 Records Since September.

(Special to The Talking Machine World.)
Milwaukee, Wis., Jan. 12, 1905.

Almost two carloads of phonographs and records have been sold by McGreal Bros. since September, the number approximating 2,000 phonographs and 60,000 records. Of these about one-half were sold to the retail trade. The business of the firm has increased to about four times what it was last year at this time. For the convenience of purchasers five booths have been arranged in the store in which records and instruments may be tested by prospective customers before completing their purchases. The innovation has proven a great drawing card and has been well patronized, as buyers appreciate the opportunity thus afforded of becoming more intimately acquainted with the machines and records. The firm expects to sell a phonograph to every Milwaukee household in the course of a short time.

• H. Ramaaker, who has charge of the small goods-department of the Sherman, Clay & Co.'s branch in Seattle, Wash., has been obliged, owing to the growth in demand for Victor talking machine records, to devote his entire time to this branch of the business. Aside from their local trade they are having an enormous business with the transporting and trading companies in Alaska. The talking machine is proving a tremendous favorite in the mining districts. It is a companion and friend that brings civilization right into the heart of nature.

Kohler & Chase have conducted a very active campaign in behalf of the Zon-o-phone. Manager Barrus, of the advertising department, has carried some very clever advertisements devoted to



After thirty days pay \$10 a week. Simply buy your records—pay cash for them. Liberal discounts by the hour. Stories, speeches, songs, talks to choose from.

KOHLER & CHASE
(The Largest Music House on the Coast)
Established 1850
CORNER POST AND KEARNEY STREETS

this instrument, which have resulted in a greatly increased trade in the talking machine department. From perhaps a dozen different announcements I select one or two which gives an idea of the general scheme of publicity employed which is most commendable.

Mr. Geissler, of Sherman, Clay & Co., surprised me the other day with the statement that the Chinamen are the firm's best customers for talking machine disks. Thousands of disks are sold in Chinatown every month. And the sale of talking machines in that quarter of this city is simply astounding. The question arises is the Chinaman shows signs of more musical taste than the white man? Of course, the disks contain Chinese music. But after all the Chinaman has right to have a musical taste of his own. The Chinaman may think our music just as peculiar as we consider his. This shows merely a difference of opinion as to what constitutes pleasing music. The fact that there are more Chinamen willing to listen to music than there are white people, in proportion to population, shows that the Chinaman is more musical (as far as his own music is concerned) than the white man. In any event the Chinaman is a very good patron of the talking machine firms and contributes a large share in this city toward the support of the music trade.

THE TALKING MACHINE EXCITES INTEREST AMONG THE ALEUTIAN ISLANDERS.



Courtesy "Book-Lovers' Magazine."

CHINESE PHONOGRAPH RECORDS.

Delight Chinatown Citizens in New Orleans—Grand Opera in Chinese a Great Attraction.

(Special to The Talking Machine World.)

New Orleans, La., Jan. 13, 1905.

New Orleans has another Temple of Music. The French Opera House is on Bourbon street, the Lyric nearby on Iberville, but the Imperial Chinese Opera Company has just taken quarters down on Chartres street, not very far below Canal, and nightly discourses Mongolian masterpieces to the speechless delight of the denizens of Chinatown who flock from all quarters of the city to hear the songs of the "Fliegender Lied" and the sacred music of the immortal losses.

The discovery of the troupe came about in a queer and informal sort of way. No press agent with grandiloquent and padded notices heralded its advent nor did flamboyant posters proclaim the magnificence of the company to the gaping world. Not even did the ever-vigilant customs and immigration inspectors know of its presence.

down on Chartres, where the brick-piled square denotes the future building place of the new courthouse live two young men who "keep back" and are "bossed" and pampered by an old negro mammy, "Aunt Millie," famed for her cooking in all Creole town. Several nights ago while the two inhabitants and some guests were about the table sipping the blackest of cafe noir, Aunt Millie burst through the rear doorway with eyes agog and kinks-on end. Following after her through the open door came the sound of most frightful screams and yells, punctuated now and then with a deafening din, as if a company of small boys were pounding on hollow iron pipes. Squawk after squawk ascended and horrible cries rent the air. Everyone jumped up aghast.

"Fo Gawd, Miser—" gasped Aunt Millie, "dem Chineemen's killin' summin down dah, sho! Does iss'n at 'um! Dey chokin' 'em now!"

And as the guttural cry ascended into a blood-harrowing wail the party rushed out on the rear gallery and leaned far over the balustrade, from which could be seen the interior of the long room underneath the main building.

A queer spectacle met their eyes. A score or more of yellow Chinamen were ranged in a semi-circle about a table on which stood a phonograph. From the bell of the big brass horn emitted

frightful sounds. The sons of Confucius sat in silent ecstasy, with smiles of reminiscent joy radiating their saffron countenances. They seemed spellbound with admiration.

Then it dawned upon the group.

"Well I'll be —!" exclaimed one of the spectators. "A Chinese phonograph! Arias from the Flower Kingdom and Chinese Grand Opera in homeopathic doses! Aunt Millie, if you give us another scare like that we'll brain you!"

As the party trooped back to finish coffee and cigars, the wail of a Mongolian melody rent the air, while the fattest member of the company snored lustily in unison. This is the latestfad of Chinatown, and the first "Chinese record" to be heard in New Orleans. The record itself was taken at the Chinese Theatre in San Francisco by an American company, and they have met with a whirlwind of popularity throughout all Chinese America. The sons of the Emperor may sit in the rear rooms of their laundries and stores and listen to the familiar "music" of their own "home, sweet home" and selections from Chinese operas.

SACRED MUSIC IN PHONOGRAHES.

His Holiness Pope Plus X. Much Pleased With Records Made of Gregorian Singing by the Papal Choir.

The phonograph records taken last summer in St. Peter's on the occasion of the Centenary of St. Gregory the Great, by special permission of the Pope, and which include all the Gregorian compositions executed at the time by the Papal choir, under the leadership of Maestro Perosi, were presented to Pius X, a few weeks ago by the representatives of the company which had charge of the matter.

In the private apartment of the Pope, and in the presence of several of the court prelates, one by one the disks were placed in the machine in order that the Pope might pass judgment on the results obtained. Pius X. expressed himself as pleased at the beauty and effect of the executions, and declared it to be his intention that a special library, including phonographic records of all the principal Gregorian compositions of sacred music approved under his Pontificate, be established in connection with the Vatican Library, so as to give in future generations a prac-

tical idea of what he intended by adopting the proposed reforms in church music.

By order of Pius X. the members of the Sistine Chapel choir are to execute other compositions for reproduction in the phonograph, and it is expected that many churches throughout the world will soon take advantage of the means provided to familiarize their choirs with the kind of music approved by the church.

INCREASING TRADE IN BOSTON

In Talking Machines, Records and Supplies—New Year Has Opened Up in Satisfactory Shape.

(Special to The Talking Machine World.)

Boston, Mass., Jan. 12, 1905.

The talking machine business for the new year has opened up especially well with the two large stores here. At the Columbia Phonograph Co. the force of clerks has just been enlarged to take care of the trade and a number of new ideas are in preparation for the Boston public.

The Eastern Talking Machine Co., since the recent renovation of its store, has experienced its effects in an increased trade. The reduction in the price of records has caused a phenomenal increase in business, and the new year opens very brightly.

R. S. WILLIAMS' CANADIAN TRADE.

(Special to The Talking Machine World.)

Toronto, Ont., Jan. 12, 1905.

An extraordinary demand has been worked up by R. S. Williams, of this city, for talking machines, which are used not merely to afford delight in a musical way, but in the teaching and pronunciation of foreign languages. It has been demonstrated by some of the greatest teachers that the talking machine is a valuable aid in imparting thorough knowledge of foreign languages, and the demands in this connection are steadily growing.

HOW ADVERTISING PAYS.

W. D. Wilmet is one of the enterprising talking machine dealers in New England. He has a most attractive establishment in Fall River, Mass., and through his persistent belief in the efficiency of good advertising, he has been able to

transact three times as much business in 1904 as during the year before. And this, notwithstanding the fact that there has been a strike in Fall River for quite a long time past. Mr. Wilmet handles the Columbia goods and is a great admirer of them. That a business man can prosper in spite of strikes and other temporary interferences is obvious when he understands to advertise as effectively as does Mr. Wilmet.

THE HAMILTON CO.'S

Magnificent Talking Machine Quarters Are Among the Best Equipped in the Country—Have Built Up a Large Business by Enterprising Methods.

(Special to The Talking Machine World.)

Pittsburg, Pa., Jan. 6, 1905.

The S. Hamilton Co., of this city, are not only large dealers in pianos and organs, but they have made a decided success of the talking machine business. While discussing the possibili-

but owing to valuable improvements and the rather artistic level to which the whole business has been lifted, talking machines appeal to a larger and more exacting number of people than ever before."

A very excellent view of the talking machine department of the S. Hamilton Co. appears here with. It is most attractively equipped and the rendezvous for the leading people of Pittsburg. Intelligent exploitation of the talking machine

Some of the dealers are using these imitation disks for decorative purposes in their stores and windows and around the walls on their sales-rooms. One has tacked them up in the form of a mammoth five-pointed star on the wall at the end of his store opposite the entrance, making a most conspicuous display.

They are sending through the mails smaller imitation disks, identical in color and appearance with their "Blue Record," but small enough

to fit the commercial envelope. These have various catch phrases printed across the face, emphasizing the color and quality of their record. The following are some of the phrases which they are using:

"Blue Records Banish Blues."

"Blue Records Beat Repeating."

"Blue Records Beat Rivals."

"Blue Records Beat Results."

"Ask for the Blue Ones."

"Blue Records Beat the Band," etc., etc.

The Indian trade-mark adopted by the American Record Co. is conspicuous because it is one of the few really good ones in use. The attitude of the Indian, calmly smoking the pipe of peace as he listens to the music from the magic machine, shows plainly that—"Music hath charms"—as the trade-mark hints—"to sooth the savage breast."

TALKING MACHINE HEADQUARTERS.

West 23d Street Becoming Quite a Center—New Laboratory for Universal Co.—Some Still Hold the Fort on Chambers Street—Coincidence in Trade-Mark Designs.

At 236 West 23d street, New York, the Universal Talking Machine Mfg. Co. have established a new laboratory, and the first batch of records are expected to come through this week. The premises occupy the entire top floor, 125x25 feet, and on the expiration of their lease in May, their uptown record plant, Brooks avenue and 134th street, will be removed and both laboratories consolidated under one roof. The journey to the Bronx is something of an undertaking from 28 Warren street, the company's general offices, especially when frequent and the desirability of a nearer location has long been felt. Their machine works will continue to remain at Park avenue and 132d and 133d street. With the arrival of the Universal Co. on West 23d street they make the third house in the line there, the others being the Talk-o-Phone Co. and the American Record Co., all within a few doors of each other.

"Photograph Row," or Chambers street, New York, is slowly disintegrating. First the Columbia Phonograph Co. removed to Broadway, and now the National Phonograph Co. is contemplating a change of base. Several locations are under consideration, and it is possible their final choice will be much farther uptown. The Victor Distributing & Export Co., Bettini Phonograph Co. and the Douglass Co. still hold the fort.

Occasionally a paragraph concerning the proposed monkey trade-mark of the Universal Talking Machine Mfg. Co., has crept into print. Rather the design was registered in the United States Patent Office several years ago, and the final selection of the specific pictorial idea is now being considered for permanent adoption. Whether a coincidence or not, still it is a fact that H. Nach, Leipzig, Germany, originator of the "Hymphon," the talking machine with the "submerged" horn, has gone the Universal Co. one better, and employs two "monks," sitting in supposedly wrapt attention before his device as a trade-mark.



THE HAMILTON CO. DISPLAY ROOMS.

ties of the future of this specialty, Chas. S. Hamilton, of this firm, said:

"We believe the demand is as strong and healthy to-day as it was two or three years ago, and that this branch of the music business may continue to be as profitable as it has been in the past. It is true that not very long ago the demand for this class of goods was made more because the talking machine was a toy and because people wanted to be amused at no great expense.

ATTRACTIVE ADVERTISING DEVICE.

A unique and attractive advertising device is being distributed to the trade by the American Record Co. They have prepared facsimile card-board disks resembling in size and color their "Blue Record." Each disk bears one of their lithographed red, white and blue "Indian" labels, and the general red, white and blue appearance very closely resembles the real article.

The "VICTOR" Always in the Lead

All of Sembrich's Celebrated Selections; also Violin Records by Maud Powell which are GEMS.

Perfect Records of SOPRANO VOICES and of the VIOLIN are Rare enough to interest you. Orders filled complete within 24 hours.

THE GRAND PRIZE FOR TALKING MACHINES

at the Louisiana Purchase Exposition, St. Louis, Mo., has been

Awarded to the Victor Talking Machine Co.

THE VICTOR DISTRIBUTING AND EXPORT CO.

27 CHAMBERS STREET,

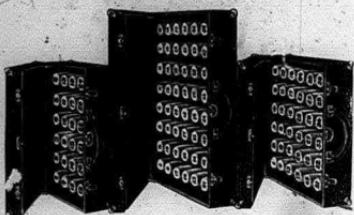
II

II

NEW YORK

We Manufacture Everything for Talking Machines.

Cylinder Record Carrying Cases.



We manufacture the best and most complete line. Our styles are up-to-date.

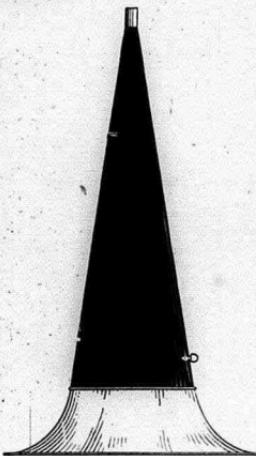
HORNS

We made the first Brass Horns used on Talking Machines, and now make over 100 different styles.

Our facilities are the largest.

Our Product the best.

Our Prices the most attractive.



HORN SUPPORTS.

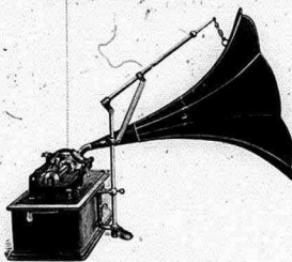
We make many varieties and illustrate two of the most popular.

No. 19. Horn Stand. All sections heavy, strong, durable. Separable Top can be quickly adjusted. Hand-somely Nickel Plated and Polished.

PATENTED.

No. 5. Horn Crane. Instantly adjusted to Home, Standard, or Triumph Phonograph without injuring cabinet. Used to support horns up to and including 36" long.

PATENT APPLIED FOR.



Disc Machine and Record Carrying Cases.

We manufacture a complete line for all style machines. Compact, Strong and Durable.



Our Patented Silk Finish Horns are now recognized as standard throughout the Talking Machine Trade.

Our Flower Horns are classed as the handsomest talking machine horns which have been placed on the market.

Remember, "We manufacture everything for Talking Machines," and we are the only parties in the U. S. making a complete line. If you are interested, a postal card will bring you our New Catalogue, No. 600, containing full information regarding supplies of every description.

HAWTHORNE & SHEBLE MFG. CO.
Mascher and Oxford Streets,

PHILADELPHIA, PA., U. S. A.

REVIEW OF INTERESTING CASE.

Judge Hazel's Decision in the Suit of the New York Phonograph Co. Against the National Phonograph Co. the Subject of Much Discussion in Trade Topics—A Review of the Litigation and Some Extracts From the Decision Given in This Case—No Injunction Granted and Six Months to Appeal—Both Sides Claim Victory.

Judge Hazel's decision in the suit of the New York Phonograph Co. against the National Phonograph Co., handed down January 5, is of importance only from its bearing on the selling privileges alleged by the complainant to have been invaded by the defendant. With the possible exception of a concern claiming similar rights in New England, no other interests are said to be affected in the slightest. The action was brought in the United States Circuit Court, southern district of New York, about three years ago, argument being heard last January; and in summing up the points at issue, Judge Hazel said:

BASIS OF THE CASE.

"This action is brought to restrain the defendants—Thomas A. Edison, Edison Phonograph Co., Edison Phonograph Works, and National Phonograph Co.—from selling, leasing or disposing of phonographs and supplies therefor within the State of New York, and for damages and an accounting. The basis for the action is the alleged infringement of a license or contract made between complainant's predecessors and the North American Phonograph Co., which, the bill charges, granted the sole and exclusive rights to use, exhibit and let phonographs, and to sell and dispose of appliances thereto in the State of New York. The legal right of licensees under substantially similar contracts, have been several times before the courts of the United States, on demurrer and motions for preliminary injunctions. * * * The bill charges Mr. Edison and defendant companies with entering upon a plan or scheme to avoid the contracts for licenses and to hinder and obstruct the complainant in the exercise of its sole and exclusive territorial rights."

FACTS HISTORICALLY CONSIDERED.

The chronological history of the case is gone into exhaustively, but these are the salient facts: On October 12, 1888, by consolidation the North American Co. became the owner in perpetuity of the Edison patents relating to the phonograph. This company on October 12, 1888, granted the Metropolitan Phonograph Co., for a period of five years, in consideration of the cash payment of \$160,000, certain exclusive rights in the State of New York. On February 6, 1889, a similar contract for a period of five years, covering New York territory, was granted to John P. Haines, acting for the New York Phonograph Co. The cash paid was \$125,000. This \$225,000 in all was paid for exclusive territory licenses. The Metropolitan Co. and the New York Co. consolidated in September, 1890, under the title of the New York Phonograph Co., and for three years conducted business unsuccessfully. In 1890 Mr. Edison became a controlling stockholder in the North American Phonograph Co., and in 1892 its president. When this company became insolvent its interests were sold to Mr. Edison at public sale. He then transferred a portion of his purchase to the National Phonograph Co., which was organized by him, while the interests in the many territorial licenses granted by the North American Co. were transferred to a trusted employee named Ott. Previous to the failure of the North American Co., they were authorized by the complainants, under a suspension of contract agreement, to exclusively transact the phonograph business in their territory. Since July 1, 1895, the New York Phonograph Co. conceded having not actually engaged in business. When the National Co. started business it began the sale of phonographs in the restricted territory. The New York Co. objected.

ATTEMPTS TO ADJUST DIFFERENCES.

Subsequently, on or before January 31, 1895, attempts were made to adjust the differences between the two companies relative to the alleged contract, but they were unsuccessful, one of the witnesses of the defendant testifying that the ob-

ject of the negotiations was not to arrange for the return of the New York Phonograph Co. to business, but, on the contrary, that complainant desired a settlement which contemplated a purchase of its license by the defendants. At this time the phonograph business was increasing and gave hopeful signs of success. It was also argued by the defense that it was well known that when the National Phonograph Co. came into the field the complainant had abandoned its license and was practically unable to carry out the provisions of the contract, not only on account of its evident reluctance to re-enter the field of operation, but because of its insolvency. The judge, however, held that the testimony was to a different effect.

CONTRACTUAL OBLIGATIONS UPHELD.

Further the court also said: "The assets of complainant's licensee in no sense came innocently into Mr. Edison or his assignee, nor were they freed from the obligations created by the contracts of license. * * * Being in possession, therefore, of all the facts and having succeeded to the rights of the North American Co., the National Phonograph Co. has, nevertheless, unwarrantably invaded the licensed territory of the complainant. That the contractual rights of the New York Phonograph Co. have been obstructed and interfered with, in the manner indicated, cannot be seriously controverted." The judge also decided that the "facts and circumstances are so convincing that the complainant has slumbered on its right," and also that a "breach of covenant does not work a forfeiture of a license per se unless a condition to that effect be inserted in the agreement." Following this the court took up and dissected the contract and its extension and stock features in all its bearings, quoting from the testimony in extenso.

INJUNCTION DENIED, ACCOUNTING STAYED.

Concluding his lengthy decision, Judge Hazel said: "This brings me to a consideration of the * * * point * * * whether the licenses herein were extended beyond the second term. As has been observed, the original New York Co. license was, until February 6, 1894 (the Metropolitan Co. license expiring earlier), and later, as has been stated, both licenses were extended until March 26, 1903. The original and extension licenses, after setting forth the conditions of the second term, contained this provision: 'Such further time, at the option of the party of the second part, as the party of the first part may be authorized to extend said license.' Complainant insists that the limited period specified, namely, March 26, 1903, applied only to the graphophone; that with regard to the phonograph the time to which the licenses were capable of being enjoyed was entirely controlled by the rights of the American Co., in perpetuity, and that as that company was succeeded by the National Co., the latter must be held bound to

strictly carry out the obligations of the former. There is no evidence that the complainant ever exercised the option clause of the contract, and therefore, it is difficult to conceive upon what equitable ground the complainant is entitled to any rights beyond the second term. The language of the option is vague and indefinite, and does not specify on what terms, if any, it becomes effectual, or whether any consideration should be paid therefor. Manifestly, if the complainant had been enabled to perform its part of the contract, another agreement to extend the term beyond the period expressly limited would have been necessary.

"This disposes of the primary and controlling questions and it is deemed unnecessary to pass upon others presented. The licenses having expired since the commencement of this suit, no injunction will be granted. Decree for an accounting, with costs, allowed against the National Phonograph Co., but all proceedings thereunder may be stayed until decision by the Circuit Court of Appeals, or as may be further ordered."

Both sides claim a victory, and C. L. Buckingham, of counsel for the National Phonograph Co., said: "It is significant that no injunction was granted and we have six months in which to appeal." Either an appeal will be taken, which seems assured, or a settlement made agreeable to the parties in controversy. At any rate the business of the National Phonograph Co. is not, nor will it be restricted or interfered with.

TALK-O-PHONE CO. SECURE MORE ROOM.

The Talk-o-Phone Co., having found their offices at 244-246 West 23rd street rather inadequate for their growing business, have absorbed the adjoining quarters at 240-242 on the same street. They have leased the entire ground floor. This will give them much needed room for storage which they very much lacked in their old quarters. D. B. Potts, assistant secretary, speaks enthusiastically of their new quarters as well as the growth of business which has assumed somewhat phenomenal proportions.

A dealer writes: "We often find that reproducers, when they come from jobbers, have a blast or jar to them; this is not always the case, so there must be a remedy. We have not been able to improve them."

Answer—If a reproducer blasts, it may be due to the diaphragm not being clamped tight enough, or the rubber cushion underneath the diaphragm may have slipped from the seat in the cup, leaving the diaphragm loose at that point. The remedy is to take the reproducer apart and see whether the rubber cushion fills the seat in the cup. After the diaphragm is placed in position, care should be taken that the top gasket also fills the cup, and should be stretched if too small. Care also should be taken not to stretch it too much, in which case it would buckle and prevent the diaphragm from lying flat. It may be necessary, says the Phonograph Monthly, to try several times before the exact tightness of diaphragm is determined to stop the blasting.

CUT THIS OUT—Send Stamps or Cash.

EDWARD LYMAN BILL, Publisher

1 Madison Avenue, New York City

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

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Street Address _____

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Date _____

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EDWARD LYMAN BILL, Editor and Proprietor.

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Trade Representative: GEO. E. KELLER.

Boston Office: ERNEST L. WAITT, 205 Washington St.
Chicago Office: E. P. VAN HALENEN, 36 La Salle St.
Philadelphia Office: Minneapolis and St. Paul:
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Long Distance Telephone Number 1745 Gramercy.

NEW YORK, JANUARY 15, 1905.

IT occurs to us that there should be some means whereby the makers and sellers of talking machines could keep in close touch with each other. The Talking Machine World proposes to be that means and it will endeavor by consistent methods to advance the interests of all branches of the industry. In order to reach the desired end we require co-operation. We cannot succeed without it.

THERE are millions invested in the manufacture and sale of talking machines and it would seem that a journal devoted exclusively to those interests should meet with fair support. One of our special departments will be devoted to the discussion of technical subjects. There is unquestionably a demand for greater information regarding the care and repair of talking machines than is at present possessed by dealers and salesmen. The more they learn about the specialties of each individual instrument, the more sales will be made. There is no question about that.

THE Talking Machine World will be issued from the editorial rooms of The Music Trade Review, a journal which for twenty-five years has occupied a leading position as an exponent of the musical industries of this country. The Review was the first publication in the world to recognize the fact that the talking machine could be sold with profit by music dealers, and for years considerable space in that publication has been devoted to the talking machine interests.

WHILE The Review reaches practically all of the music dealers of this country there are thousands outside who handle talking machines exclusively, and who would not care to subscribe for a heavy bulky paper which contains so much matter which is comparatively uninteresting to them. Therefore, this being the age of specialization in all lines, it is believed that by a compact, newsy medium, the talking machine people can be reached with great advantage to themselves and to the interests which they represent.

CROSS the ocean a great struggle is going on between the cylinder and the disk records. There are many reasons attributed as to the cause of this record battle, but it is fair to presume that both the cylinders and the discs will continue to meet the favor of the purchasing people.

WE have observed in our travels that the dealers who have fitted up attractive rooms for the exhibition and sale of talking machines are the ones who have scored tremendous business success. The talking machine must be treated separately and departmentalized, and there is no question as to the results which may be won through specializing. It should not be treated in an indifferent manner, and we know scores of music dealers who have followed the early suggestions which we made in this matter, and who have been extremely successful in the results achieved.

THERE is a view shown in another portion of this paper of a leading house in Pittsburgh which has scored a tremendous hit with talking machines. There is no reason why the line of publicity should not be followed out to the point of giving fine entertainments, to which can be invited the best class of people. When the piano players first appeared, the ones who followed that system persistently were the ones who gathered in the great big dollars later on.

AS the talking machines to-day reproduce the voices of the great musicians, with almost perfect exactness, there is no reason why superb afternoon and evening entertainments cannot be arranged to follow the talking machine. If neatly prepared invitations were sent out, inviting the people to an afternoon with the great musicians, it would prove not only good advertising for the firm who sent forth the invitations, but it would prove as well a splendid way in which to present the talking machine as an entertainer to hundreds of people, who have been taught to regard it with indifference and somewhat as a toy.

THE talking machine has developed far beyond that stage; it has risen to the dignity of an educational influence, it has entertaining powers of tremendous importance, and dealers who are selling talking machines should look well to it that the attention of the public is drawn to them in a way out of the ordinary. The public demand for talking machines is constantly growing in volume, and during the next few months when people are living indoors large sales should be made. But the dealers should not overlook the necessity of properly advertising their wares. The larger manufacturers have kept the talking machine well before the public through the columns of the leading magazines and periodicals. They have been generous patrons of printer's ink, but the dealers should do their part locally, as a manufacturer cannot be expected to do it all.

SOME papers which have reached us from various cities show that there is a desire on the part of many talking machine dealers, to exploit their wares properly in the local publications. Some of these advertisements are attractively gotten up, and are bound to draw attention. There should be considerable of this work done in order that the largest results may be achieved.

THE talking machine through American enterprise is known in all lands, and the exports for the past year have been surprisingly large. In fact they represent a greater value in dollars and cents than pianos. It seems almost incredible, but we have kept careful tab on the export business in the talking machine line and it has reached astonishing figures.

IT is rumored that there will be a number of novelties introduced within the next few months. Well, it is novelties that we require. There is no reason why there should not be changes in talking machines, as well as in any other lines of manufactured products. It is novelties which interest, and it is novelties that the dealers seek. There is a demand for constant betterment in talking machines as in everything else, and the phenomenal development which has taken place in the talking machine during the past few years supplies some idea as to the possibilities which it contains for the future.

THE humorous is not a foreign attribute in the talking machine business. One concern not a thousand miles from City Hall Park, New York, has a caricature on the Victor dog. The horn is a battered funnel, such as is employed in the bottled goods trade. The listening animal, a mutt of low degree, has an aigrittoed look and demoralized tail as he recognizes "His Master's Breath." The picture in colors is neatly framed, and decorates the manager's office.

INTELLIGENT exploitation is the keynote of success with the progressive talking machine dealer. He should always remember that it is wise to try over records for a customer, particularly if there are others in the establishment waiting also to purchase. These others may have their lists all prepared, but how frequently is it the case that they hear one or two selections played for the first customer, and immediately insist on having them also. Enthusiasm is contagious, and this is as true in the appreciation of talking machine records as in everything else.

THE talking machine has become such a factor in the affairs of life that story writers are weaving it in their romances for the first time. A most commendable effort of this kind, is a tale of far western flavor, in which the inimitable cow puncher, far from the musical delights of civilization, has the tedium and loneliness of his hum-drum existence relieved through the medium of a phonograph and its rendition of well-remembered love songs. The story, "Art in Heart's Desire," appearing in the Saturday Evening Post, is a sort of bald-headed, crude romance with the talking machine as the center of interest. Several well executed drawings of records and up-to-date machines accompanying this latest literary manifestation with a realistic motive.

WE propose to print each month an advance list of records manufactured by the various companies, and we would suggest that these be forwarded as early as convenient.

DON'T overlook sending your subscription to The Talking Machine World. It costs but a trifle and you will need it in your business.

TIMELY TALKS ON TIMELY TOPICS.

Talking machines well displayed is the secret of a successful dealer. Your window should be made attractive, as the outside appearance of your store is a great factor to prospective customers, and you should keep a sample of all the best selling types of machines always on hand. Great care should be exercised in handling your customer when entering your establishment. Don't let him get into the hands of a \$3 a week clerk, who does not know how to answer a question as to the superiority of one talking machine or another.

* * * * *

Make your customer feel at home, and handle him so as no man may have your confidence, and give him what he wants. Don't let him think you know it all. Listen to what he has to say, weigh up the situation and nine chances out of every ten you will secure his order. Many dealers in the business to-day, are too close with themselves, and as the old saying goes, "If you hold a twenty-five cent piece before your eyes, you could not see a fifty cent piece in back of it."

* * * * *

If after obtaining your customer he should come back for some trifling information, don't shun him and lead him to believe that he is becoming tiresome. Give it to him there and then. Invite him to call again. If he should happen to break or damage a record which many beginners do, why give him another one, and make him feel good, as many such little favors make the successful merchant.

* * * * *

No matter what line you are handling, don't be without goods, as more men can come of this than little. The secret of success in the talking machine line is "being caught with the goods on you." Don't be afraid to invest a few dollars necessary to keep your stock in shape.

* * * * *

Advertising also is another big feature, and also a mailing list of your customers should be established so as you may send them a list of the new records as they are sent out from month to month or any other new circular pertaining to the business.

* * * * *

Window dressing and store decoration are always subjects of more than passing interest to the live dealer. Talking machine goods and paraphernalia are material capable of effective handling, and it is possible The Talking Machine World will later on establish a department for the special treatment of matters of this kind, in which the views of experts and practical store men will appear, with suitable illustrations. Prizes may also be offered for the best arranged and decorated window, as well as for the most attractive and effective store plan. In the meantime photographs dealing with these matters will be welcomed for publication.

A demand has arisen for a record that will dilate upon the merits and advantages of talking machines for use in public places and at exhibitions, fairs, etc. It is held that while a crowd would disperse if talked to personally, a good, loud, argumentative record would hold their attention because of the very novelty of being addressed in this manner.

* * * * *

Talking machine manufacturers are pushing their business in every possible direction, and the so-called premium goods are receiving special attention. In lines of business where premiums are the means of extending trade, and there seems to be a wide field in which to operate—the offers for introducing a phonographic outfit are at least interesting, if not altogether meeting the approval of the "regulars." For instance, this is an example of a "premium outfit": "Our premium outfit complete, includes one of our best machines, one 21-inch all brass horn with a very attractive bracket, six of the new 9-inch records and 200 needles. The machine is one of our latest models and is equipped with a long running noiseless motor which governs perfectly, and will play the largest record, together with the latest improved sound box. It has a highly finished oak cabinet with nickel trimmings, and is 12½ inches long, 16½ inches wide, and 7 inches high. The outfit if sold at retail would list at \$30. The whole complete, packed for shipment to a customer weighs about 35 pounds. We guarantee the reproduction equal to the most expensive machines. This outfit is not listed in our catalogue and will not be sold at retail. We sell direct to you. Our proposition: You can find upon investigation that most every owner of a talking machine has at least fifty records; a great many 500 or more; the majority 200 to 300. After you have presented a machine you do not want to bother with orders for records. We will relieve you of this detail and will pay you 30 per cent. commission on every record purchased during the first six months by anyone to whom you present one of our machines. All that is required of you is to have your customer purchase his records from us."

* * * * *

William Pike, Boston, Mass., has been restrained, by order of the United States Circuit Court, from selling, or causing to be sold or advertising Edison phonographs, records or blanks at less than the prices at which they are licensed by the National Phonograph Co. to be sold.

* * * * *

Referring to the double, or duplex record, an English correspondent suggests it is the disk of the future. Commenting on this The Talking Machine News says: "I cannot say how that may be, but the essential thing being equal—I refer, of course, to the quality of the record—it certainly has obvious advantages. There is economy of space; one record takes up the room

of two single-sided ones. There is economy of handling. You simply turn the record over, instead of having to take it off the pin, and, perhaps, cross the room in order to exchange it for a new one. In cases where you have a continuation of the same selection on the reverse, the advantage of merely turning the record is still more obvious. My correspondent suggests two disadvantages of the double-sided. One is that they are rather thicker, the other that they are rather heavier. They certainly would appear to be rather thicker, but I believe that, as a matter of fact, contradictory as it may sound, they are actually rather lighter than other standard single-sided makes. This, since some are certainly larger, if not thicker as well, must obviously tend to some difference in the composure."

Owing to illness of counsel for defense the motion for an injunction that was to have been argued Saturday before the United States Circuit Court, in the case of the American Graphophone Co. and Columbia Phonograph Co. against the Victor Distributing & Export Co., New York, was put over by Judge LaCombe for a week. The hearing is therefore set down for Friday, the 29th. The matter in controversy concerns the advertising of prizes at the St. Louis World's Fair.

* * * * *

Regulating the selling price of a patented article as an inherent right of the inventor has been firmly established in connection with talking machines. As to the trend of recent or modern decisions on the question of the power and right of patentees to regulate the prices and terms of sale of their patented articles, through and by their licensees, the Federal courts have recently, in several judicial pronouncements, found and held that patentees have such right; that they may prescribe the price and lay down the terms of sale which their licensees shall charge and impose in selling to the general trade the patented articles covered by the patents under which the license is granted.

* * * * *

A Massachusetts dealer has evolved a plan for carrying on debates with clubs in different cities without visiting them. John F. Macklin of Wachusetts, has organized a debating club, and he proposes to negotiate with societies in Boston, Springfield, Hartford, Providence and other New England towns to arrange debates by means of phonograph records. It is the gentleman's intention to have a certain subject chosen, then picked debaters are to speak into receivers and the records will be exchanged. Upon a given night each club is to meet in their respective cities and turn on the flood of oratory. Judges at each end will give decisions and by letters the winners are to be made known.

* * * * *

It is a curious fact, that the graphophone, which was first offered to the public with the idea that it would supplant the stenographer, has proved itself of such value to the shorthand writer, by increasing his efficiency, that to dispense with its use now would be almost as much

100,000 RECORDS ALWAYS IN STOCK.

JOBBERS EDISON PHONOGRAHES RECORDS, ETC. GENERAL SUPPLIES FOR CYLINDER MACHINES	<p style="text-align: center;">Douglas Phonograph Company</p> <p style="text-align: center;">MANUFACTURERS "PERFECTION" SUPPLIES, ETC. RETAIL — WHOLESALE — EXPORT</p> <p style="text-align: center;">Salesroom, 89 Chambers Street Cable Address, Doughphon, N.Y.</p>	DISTRIBUTORS VICTOR TALKING MACHINES RECORDS, ETC. GENERAL SUPPLIES FOR DISC MACHINES
---	---	---

THE PERFECTION NEEDLE for Disc Records. Quality and Tone Production unequalled. We guarantee this needle to make a record last longer and give better results than any needle made. Send for Sample and prove our statement.

of an inconvenience as to abandon the use of the typewriter. In expert reporting it increases the productivity of the shorthand writer, and enables him to do twice as much work with less fatigue; and in commercial work it is certainly destined to eliminate the poorly equipped and incapable stenographer, and replace him by the competent typist, who will be equally well paid, if not better, because of the greater amount of work he can perform in the same period of time.

The use of the graphophone for dictating purposes has revolutionized shorthand work, because it is now possible for one stenographer to take a whole day's proceedings, finish his work by twelve o'clock at night, and have the transcript ready for delivery at nine o'clock the next morning, whereas formerly he was obliged to hire an additional stenographer to assist him wherever daily copy was needed. Where two stenographers work together, about 160 pages are dictated, transcribed, read over, corrected, and ready for delivery by 7:30 p.m. The amount of work dictated from 4:30 to 11 or 12 p.m., with a reasonable time for dinner, varies from two to nine copies of 150 to 200 pages, each page containing 200 words.

Judge Platt, of the United States Circuit Court, Connecticut, still preserves an inscrutable attitude on the gold moulded record suit. All hands are anxious, and some side bets have been made.

A few weeks back Edward L. Easton, president of the Columbia Phonograph Co., entertained Richard W. Sears and Julius Rosenwald, of Sears, Roebuck & Co., Chicago, at a charming dinner in the banquet hall of the Waldorf-Astoria, New York. At the close of the dinner Mr. Easton made a graceful speech in which he referred to the recent election of Mr. Sears as a member of the board of directors of the American Graphophone Co., and expressed the pleasure he felt in having a great merchant on the

board—a board that was rich in lawyers, financiers and other useful members, but which had lacked the great merchant until Mr. Sears had been added to it. Mr. Sears and Mr. Rosenwald responded in happy vein. A distinguished company were present.

Superintendent E. W. Walker, of the Wisconsin School for the Deaf, has made a series of successful experiments showing by a powerful talking machine just how much improvement in articulation a deaf pupil is making from time to time. He is making tests of a child's voice on the same cylinder, allowing a given time to elapse between the tests. Several tests having been made, the cylinder is placed on the machine, which will ring out the same sentence uttered by the pupil at different stages of his education.

That there is something in this experiment of Mr. Walker's is obvious from the fact that a short time ago a gentleman of considerable mental attainments called upon a dealer. He had never heard any kind of a talking machine before. He became interested in the Columbia graphophone, style AO. A band record was placed on the machine and the ordinary hearing tubes attached. He was able to distinguish only a slight buzzing noise at intervals. A talking piece was later tried—the speech of one of our professors, men set to slow measure. Although exceedingly deaf he thoroughly enjoyed it. In fact he became enthusiastic. He was unable, however, to distinguish the words with the horn. He expressed his intention of repeating the experiments at a later date, and is hopeful that the graphophone with hearing tubes may do something toward partially restoring his hearing.

One of the defects pointed out in cylinder talking machines by a deader of some repute is that the mandrels of the machine are so highly nickelated and polished that the record often slips

unless pushed on exceedingly tight, when there is the risk of splitting the record. The apt suggestion is made in this connection that it would be better to have the mandrel frosted or roughened so as to insure a firmer hold on the record.

Export trade is expanding rapidly, operations being exclusively with Mexico, the South and Central American countries. European business is under the control either of resident agencies or local companies under agreement. Applications for agencies from the Latin-American States are coming in surprisingly fast, and the manufacturing companies and specialty houses are shipping goods by every steamer.

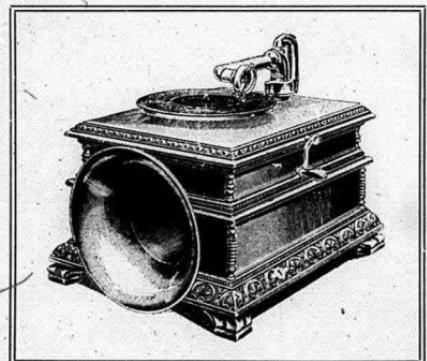
The St. Louis (Mo.) Republic, of December 19, says, in speaking of the final awards of the World's Fair: "Meanwhile, information is conveyed of the extraordinary honors conferred on the Columbia Phonograph Co., sole sales agent for the American Graphophone Co., for its various exhibits of graphophones and records. The graphophone and Columbia Records received the highest recognition ever given to talking machines and records at any exposition."

The latest recruit to stage mechanics is the talking machine, which has recently been introduced in Berlin Germany. It proved a grand success, the first attempt being made in Shakespeare's "King Henry V." One who was present declares that not a soul noticed that in place of human voices a piece of pure mechanism was at work. Instead of thirty "super," crowded together and blocking up each other's way behind the wings, there was a little table with an apparatus which could be shifted from one place to another at a moment's notice. And how faithful to his task was this new colleague! No disturbance now would arise owing the awkwardness or to the fault of some malevolent super or untimely wag.

The Hymnophon

**Latest Phonographic Novelty
Excelling in Tone and Beauty
Has Reached the Highest
Stage of Efficiency 9 9 9
Surpasses all other machines
in Tone-Qualities, Grace and
Beauty 9 9 9 9 9 9
Dispensing entirely with the
Loose Horn 9 9 9 9 9 9**

**WE INVITE INSPECTION
AT OUR SHOWROOMS**



BETTINI PHONOGRAPH CO.

SOLE AMERICAN AND CANADIAN AGENTS

80 CHAMBERS STREET

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NEW YORK

LATEST AND NEWEST SPECIALTIES.

A device has been placed on the market called the "C. B." sound cultivating attachment, which provides simple means for eliminating all foreign noises, which form no part of the record vibrations. It takes the sound as reproduced by the diaphragm, scattering the sound waves, which otherwise follow a spiral course along the sides of the horn, thus producing an indistinct effect.

The principle of insulation employed removes



all harsh, grating or squeaking noises so discordant and disagreeable. The sound is distributed so as to fill the horn and bring directly out the original characteristics with the sound wave in a most perfect, accurate and powerful manner. It improves the record, giving the full tone and musical quality, and will fit any machine from concert size down. It is simple to operate. This device is controlled by A. D. Matthews' Sons.

SOMETHING ABOUT RECORD RACKS.

Talking machine dealers will be interested in the system advocated by Hawthorne, Sheble & Prescott, sales managers of the American Record Company.

The illustration given herewith will furnish a comprehensive idea of the best method of carrying disk records in a manner so that dealers can find the records quickly and can see at a glance just what selections they have in stock. A clear view of all the records can be taken in at a glance, and as the rack is made open work of strong wire, it keeps the records in good condition, as the dust falls through the open work in place of accumulating upon the shelves, as is the case with wooden racks.

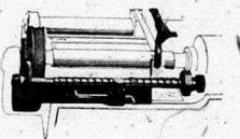
The rack as shown in cut, is six spaces high, each space being subdivided into thirty-five additional spaces, and each subdivision will accommodate eight 10% or 11-inch disks, making total capacity of rank 1,680 records.



The wire rack system is rapidly becoming popular with talking machine dealers and jobbers for not only disk records but also for cylinder goods as well.

THE EDISON RETURN ATTACHMENT.

The return attachment now being sold for use on Edison phonographs is remarkable for its simplicity and effectiveness. Its principal features are the return screw and lifting lever block. The screw is mounted on a cast bracket which is fastened with two screws to the phonograph body in front of the cylinder shaft. These two holes for fastening bracket are the only holes to be drilled and tapped to fasten attachment. The lifting lever block is carried by an arm which is clamped to the back rod sleeve. The return screw has four threads to the inch, ratchet



shaped, and is driven by means of a spur gear which encases a similar gear on the main shaft pulley, thus dispensing with a belt or chain.

An adjustment is provided at each end of the bracket to suit the beginning and end of the record. The adjustment for the end of the record is accomplished by rotating the disk which is carried on the return screw. This disk also carries the pin which acts on the lift lever block to raise the diaphragm arm and engage the block with the threads of the return screw. This lifting action also disengages the feed nut from the thread of the main shaft and the return screw of the attachment takes the reproducer arm back to the starting point. The return movement takes about one-twenty-fifth of the time to play the record. All parts of the return device subject to wear are hardened. This attachment may be attached to all the leading makes of talking machines.

RAPKE'S IMPORTANT IMPROVEMENT.

In sundry supplies and specialties there are apparently numerous minor innovations of value and with which the trade might be made more familiar for the mutual benefit of all concerned. For example, Rapke's sound distributor, now in the Patent Office, is a case in point. The first one was completed only this week, and it is certainly a departure that will attract the attention of the entire trade. Mr. Rapke, who is a well-known and prosperous New York jobber, states that his invention relates to improvements in the distribution of sound emanating from the horn of a talking machine, and its object is to place the horn in such a manner as to reflect the sound waves so they may be audible in all directions from the machine. The distributor can be attached or applied to talking machines in which either cylindrical or disk records are used.

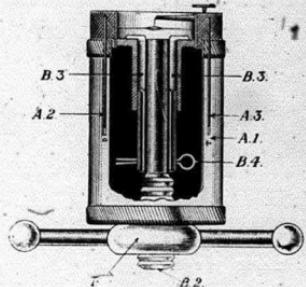
At the present time all horns upon the talking machine are suspended in practically a horizontal manner, and the sound waves are transmitted horizontally from the machine, so much so that a person at the side or behind the opening of the horn is unable to distinctly hear the emitted sound. By suspending the horn, Mr. Rapke avers, vertically over the machine the sound waves are directed against the ceiling of the room or a reflector (also a part of this gentleman's invention), placed above the horn, and the sound waves are reflected in such a manner as to be clearly audible at any and all positions about the ma-

chine. It is also held that in a small room it is often inconvenient to move about a talking machine with the horn suspended horizontally, but with Mr. Rapke's improved manner of suspension the horn stands vertically and in no way interferes with persons handling the machine or moving about the room, and at the same time distributes the sound waves in all directions throughout the room.

The "Sound Distributor" is not the only invention that may be credited to Mr. Rapke's talent; for he has devised a system of numbers and titles, either separate or together, for Edison gold moulded records, which is coming into use rapidly.

THE "PERFECTION" REPAIR TOOL.

Among the very newest articles in the market is the "Perfection" repair tool for concert sound boxes. The invention of E. H. Mobley. By use of this tool a sound box can be repaired in twenty minutes and it can be employed either in connection with a direct or taper arm sound box.



The accompanying view shows the sound box and tool in position to remove the tube plate. Full directions for taking apart and putting together a concert sound box with the "Perfection" repair tool are given in a special booklet issued by the Douglass Phonograph Co., Inc., New York, the manufacturers.

CLEVER FOLDING HORN STAND.

Another specialty of recent introduction by the same company is the "Wentworth Folding Horn Stand," herewith illustrated. It is claimed to be

the simplest and strongest stand manufactured, being strong enough to hold horns of the largest size, and is so constructed that the weight of the horn is directly over the center of the stand, thus giving a perfect balance. Size, folded, 1 1/2x1 1/2x20 inches; weight, 33 ounces, and is handsomely nickel plated.

THE KAISER HANDY PACK.

Dealers and repairers of talking machines will be interested to know that a most convenient kit has been devised by L. Kaiser, the well-known talking machine man. It consists of thirty small vials with cork and bottles. These vials are made up in three different sizes and stand up in a flat oak board 10x14, in which holes of proper size have been bored about two-thirds the way through. This has been very properly termed the "Kaiser Handy Pack."

Professor Garcia, of Madrid University, has invented an instrument which may solve the problem of wireless telephony. He states that he has been very successful in reproducing the sounds of various musical instruments at a distance of over 1,500 yards, but he has not yet been able to make the sounds of the human voice intelligible.

INTERESTING TRADE BITS.

The American Record Co., Hawthorne, Sheib & Prescott, sales managers, 241 West 23d street, New York, have just issued their second catalogue, which they call "Catalogue B." Favorable comment is heard on all sides of the number, variety and excellence of the band selections, and particularly the march music made by this concern. Considerable time has been expended by this concern in securing popular march music from the various musical centers of Europe. Many of the selections are entirely new to this country and will be much appreciated by lovers of good music. Their monthly supplement for February, No. 2, is now ready, and we print on page 16 a list of selections offered by this enterprising concern. This company states that they are in a position to fill orders from this list promptly.

The United Hebrew Disk & Cylinder Record Co., New York, is about ready with its first output, which are exclusively of the Hebrew character. Several very important records were added to the list last week. The company is reported as having ample capital, and is under the experienced management of Pierre Long.

Rudolph Wurlitzer, Jr., of the Rudolph Wurlitzer Co., Cincinnati, who was in New York last week, placed several heavy orders for talking machine goods. The company is developing this branch of its business on a scale that is attracting the attention of the entire trade.

The Universal Talking Machine Mfg. Co. are over 2,000 orders behind for their Zon-o-phone tapering arm machine. They are arranging to double their manufacturing capacity. The company also propose changing their entire line.

In talking machine circles Thomas A. Edison, the eminent inventor and scientist, and whose connection with the National Phonograph Co. is

well known, is referred to as the "old man." This is a term of affection, for the "wizard" enjoys the highest esteem of his business associates and assistants.

The Wells Phonograph Co., of Philadelphia, Pa., have recently removed from 49 North Ninth street to 45 North Ninth street, where their accommodations for the trade will be doubled. They have adopted the wire racking system for both Edison cylinder records and the American Disk records, for which they are jobbers. Louis Buehn, the proprietor of the Wells Phonograph Co., is an up-to-date, hustling representative of the above companies, and reports 1904 as being the best business year he has had.

Experts have declared that a thirty-inch horn develops all the true sound possibilities of a record. A larger one looks more impressive, they say, but the net results are no wise impaired.

But cutting off the end of a Mega horn and attaching it to a Victor tapering arm machine, it is claimed the resonance is increased fully 50 per cent. The originator vouches it is "one of the best things ever."

Singing for phonographs seems to be as high paid musical exercise as there is. A phonograph company has offered a prima donna, who sings at the Metropolitan Opera House this winter, \$14,000 for four songs. That is, \$6,000 as soon as the songs are sung and \$2,000 a year for four years as a reward for not singing into any other machine. Great many are the means of income of a goddess of grand opera. She could live splendidly on what she can get for using a pill, a perfume, a piano or a phonograph.

The Columbia Phonograph Co., aside from their offices in New York, London, Paris, Berlin, Vienna, St. Petersburg, Glasgow, Hamburg, Milan, City of Mexico, Sydney and Cardiff, main-

tain offices in Chicago, Philadelphia, St. Louis, Boston, Baltimore, Cleveland, Buffalo, San Francisco, Cincinnati, Pittsburgh, New Orleans, Detroit, Milwaukee, Washington, Toronto, Minneapolis, Indianapolis, Kansas City, St. Paul, Denver, Patterson, St. Joseph, Omaha, Los Angeles, Memphis, Portland, Ore.; Oakland, Springfield, Mass.; Terre Haute, Dubuque, Sacramento, Scranton, Seattle, Atlanta, Bridgeport, Conn.; Peoria and Lincoln.

Theo. F. Bentel, president and treasurer of the Theo. F. Bentel Co., of Pittsburgh, Pa., visited Philadelphia on January 12th and New York, January 13th. The trade will be pleased to learn that Mr. Bentel's wife, who was taken seriously ill a short time ago, is now happily on the road to recovery. Mr. Bentel states that December's business was the "best ever."

The application of a little graphite or vaseline will cause the loud humming noise caused by the governors to disappear. This is a very common fault found in talking machines, but just as easily remedied.

The H. M. Holloman Co. are new Edison jobbers at Houston, Tex. They are expecting to work up a big business in their territory.

Johnston & Co., who represent the Zon-o-Phone in Toronto, Can., are among the enterprising talking machine men of the Dominion. They are great believers in publicity and through their original and progressive methods have won a big following for their house and done much to advance the interests of the talking machine industry.

In a snowbound Long Island church recently the minister preached by telephone and a talking machine took the place of the choir. It was a great success.

RAPKE'S SOUND DISTRIBUTER

PATENT APPLIED FOR

LATEST AND BEST IMPROVEMENT
IN TALKING MACHINE DEVICES

Brackets, Stands and Cranes Entirely Superseded

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

FOR FURTHER PARTICULARS, PRICES, ETC., ADDRESS

VICTOR H. RAPKE, 1661 SECOND AVENUE
NEW YORK CITY

THE TALKING MACHINE WORLD.

15



(Special to The Talking machine World.)

London, Eng., Jan. 6, 1905.

The time is coming, especially when talking machine records, both disk and cylinder, will be handled on the library plan, which is now utilized by the Talard Inn in connection with books, and by a few piano player concerns in connection with music rolls. In this city there is a library devoted to disks organized somewhat on this plan at 112 Wardour street which has won its way into no limited degree of popularity. The membership is divided into four classes. Subscribers who pay \$2.50 a year are entitled to six seven-inch records at once, while the payment of \$5 entitles one to double that number. Alternatively the subscribers may elect to have ten-inch records in proportion to the sum paid. A charge of two cents per record is made on each seven-inch record, and four cents on each of the ten-inch size when changing. If records are not exchanged within the two weeks the extra charge of a penny or two, as the case may be, must be remitted for each record retained. All records are forwarded to subscribers postpaid, but must be returned at their expense. A sale of surplus stock is held every six months so that members are also assured of having constantly a fresh selection.

Seccotine, which is largely used in the preparing of diaphragms, is the subject of some valuable "poofers" upon how to use it by John Louis Young, a prominent talking machine expert, of this country. He says: "When you have obtained the capsule, drill a fine hole in the screw stopper so that a pin may be pushed in up to its head. When you wish to use the seccotine pull pin out, and just a wee quantity can be squeezed out."

In sticking things, always smear the two parts to be joined, and wait till the seccotine becomes stiff. In summer it may be five or six minutes, in winter or in damp weather ten minutes. Put the parts together and clamp them with a clip or a couple of pieces of wood and a rubber band. Leather phone belts can be stuck with seccotine. Silver the leather, so that when superimposed it is just the same thickness throughout. Now put seccotine in each part, and when nearly dry press together with fingers and clamp."

Some time ago a doctor in Germany sung a reel come into the talking machine with instructions in his will that the music should be reproduced from the instrument at his funeral. From Ireland comes news of an almost similar occurrence. In this instance it was a prominent orator who passed away, and during the funeral service in the church a talking machine was placed on the coffin and much to the surprise and emotion of those present they heard the voice of the deceased in an eloquent address which closed with a most effective peroration. The affair was so novel that it has been widely commented on.

And speaking of the Emerald Isle and talking machines brings to mind that they have been utilized throughout that country in large numbers, particularly for concerts and other forms of entertainment, both public and private. There is evidently a big field in that country for further development of the talking machine business.

The Gramophone & Typewriter Co. at their last annual meeting showed a profit of \$1,058,750.

They also paid a total of 20 per cent. for the year, as against 50 per cent. for 1903. They reported a great expansion in business, even in Russia and Japan, notwithstanding the war.

Verily is the gramophone becoming a power in the land. In addition to giving delight to thousands by its marvelous reproductions of instrumental and vocal sounds, it now finds a vocalization as a speaking post card. The postal handling of the card will not, it is claimed, injure the disk, which is made of a newly invented tough substance. In connection with this a small instrument will be put on the market, at a price not exceeding \$8. 4d., which will enable the receiver of the disk postcard to reproduce the voice of the sender.

In view of the fact that records are now being made in Hebrew, Chinese, as well as in practically every language in the world, we can soon look forward to records in Gaelic. I understand that some of the local companies have engaged a number of prominent Irish singers, and it may be their intention to cater to the increasing trade of talking machines in Ireland, as well as satisfy the promoters of the Irish literary and musical movement, which has assumed formidable proportions both in this country as in our sister isle.

A most interesting machine says the Star, is now on view at the Duke of Grafton, in Euston Road, where you can listen to all the latest tunes on the phonograph, which the inventors declare is set in motion by wireless telegraphy. On the counter is an innocent-looking box, containing a battery and an induction coil. By placing a penny in a slot the induction coil is set in action, and there is a brilliant pyrotechnic display between three brass balls which surround the box, and which are described as the "oscillator." Almost immediately the strains of one of Sousa's marches are given from a phonograph, which is situated on the other side of the saloon. Both the phonograph and the slot box are enclosed in glass, and the inventors, who are two young Englishmen, claim that electric waves pass to the phonograph, where they are received by a coherer, which acts upon an electric magnetic release! To anyone who can prove that the connection is anything but a wireless one, the Minerva Co. who have patented the invention, offer a reward of £500.

The American Talking Machine Co., 32-34 Gladstone street, Putney, London, S. W., are having an excellent trade in Edison, Columbia, Zonophone machines and records, as well as the Lambert Records.

The talking machine, together with the electric train, has invaded Palestine, as is shown in the following letter from a Jewish boy in that country: "Please let me know the price of one waltz called Ch. Sidem Hebrew Song 26510. I must have it. Be so kind and let me know the price and I will send you the money. Answer quick as possible. Affectionate Friend, Aron Cohen." This was addressed to "The Famous Columbia Records in London, England," and reached its destination safely.

Barnett, Samuel & Sons, well and favorably known in music trade circles as representatives of some of the leading American piano and organ houses, have one of the most artistic talking machine departments in this city. They handle all the leading makes, including the Edison, Columbia, Zonophone, Edison, Bell and Odeon disk. This department is under the management of A. Balcombe, who has made it quite an important feature of this great house.

All the leading concerns are handling some strong lists of records for February. There seems to be no end to the industry and enterprise of the managers of these concerns in providing novelties that interest our people. Leading singers like Caruso and Melba, and violinists like Ysaye and Kreisler have been paidenor-

mous sums, while even the Pope himself has shown his appreciation of the importance of the talking machine by enabling the Gramophone Co. to secure records of the Gregorian Chant of the Papal Choir.

The general outlook in the talking machine business at the opening of the year is exceedingly bright. Without exception there has been an increased development of the business last year which is destined to continue for many years to come.

OUR FOREIGN CUSTOMERS.

Amount and Value of Talking Machines Shipped Abroad From the Port of New York for the Four Weeks Just Ended—Affords Splendid Idea of the Importance of This Industry.

(Special to The Talking Machine World.)

Washington, D. C., Jan. 13, 1905.

Manufacturers and dealers in talking machines will doubtless be interested in the figures showing the exports of talking machines for the four weeks just ended from the port of New York. Shipments have been made to practically every country in the world.

DECEMBER 19, 1904.

Antwerp, 116 pkgs. \$1,153; Amsterdam, 4 pkgs. \$130; Bradford, 13 pkgs. \$262; Bombay, 51 pkgs. \$1,790; Berlin, 120 pkgs. \$4,639; Buenos Ayres, 15 pkgs. \$948; Calcutta, 7 pkgs. \$150; 35 pkgs. \$770; Callao, 8 pkgs. \$1,023; Cartagena, 6 pkgs. \$192; Cuenfuegos, 4 pkgs. \$140; Calabar, 8 pkgs. \$488; Copenhagen, 1 pkg. \$120; Colon, 3 pkgs. \$113; Glasgow, 7 pkgs. \$125; Guayaquil, 3 pkgs. \$118; Havana, 13 pkgs. \$476; Havre, 18 pkgs. \$877; Liverpool, 177 pkgs. \$1,756; 7 pkgs. \$150; 22 pkgs. \$1,155; London, 2,023 pkgs. \$36,670; Manchester, 15 pkgs. \$276; Melbourne, 4 pkgs. \$129; Montevideo, 7 pkgs. \$1,782; Soerabaya, 3 pkgs. \$200; Sydney, 2 pkgs. \$111; 68 pkgs. \$2,068; St. Croix, 4 pkgs. \$112; St. Johns, 3 pkgs. \$162; St. Petersburg, 5 pkgs. \$686; Trinidad, 3 pkgs. \$109; Vienna, 20 pkgs. \$586; Vera Cruz, 8 pkgs. \$103; Wellington, 6 pkgs. \$189.

DECEMBER 26, 1904.

Alexandria, 6 pkgs. \$156; Antwerp, 4 pkgs. \$145; Bradford, 10 pkgs. \$244; Bombay, 5 pkgs. \$130; Berlin, 97 pkgs. \$3,539; Calcutta, 7 pkgs. \$173; Colon, 7 pkgs. \$276; Cuenfuegos, 3 pkgs. \$149; Demerara, 3 pkgs. \$120; Glasgow, 135 pkgs. \$3,987; Guayaquil, 7 pkgs. \$227; Hamilton, 12 pkgs. \$109; Hamburg, 35 pkgs. \$2,428; Havre, 38 pkgs. \$1,206; Havana, 17 pkgs. \$1,132; Liverpool, 258 pkgs. \$6,751; London, 17 pkgs. \$1,600; Manchester, 17 pkgs. \$303; Para, 5 pkgs. \$317; Rio de Janeiro, 1 pkg. \$593; Sydney, 38 pkgs. \$725; Tampico, 22 pkgs. \$553; Valparaiso, 28 cases. \$1,124; Vera Cruz, 27 pkgs. \$1,130.

JANUARY 2, 1905.

Antwerp, 4 pkgs. \$197; Bombay, 50 pkgs. \$1,772; Berlin, 57 pkgs. \$1,691; Bradford, 12 pkgs. \$489; Bristol, 53 pkgs. \$78; Calcutta, 10 pkgs. \$440; Colon, 6 pkgs. \$405; Cardiff, 22 pkgs. \$890; Callao, 3 pkgs. \$275; Liverpool, 66 pkgs. \$4,341; Lisbon, 5 pkgs. \$143; London, 593 pkgs. \$12,237; 1,252 pkgs. \$18,511; 11 pkgs. \$250; Manchester, 6 pkgs. \$115; Manaus, 5 pkgs. \$151; Manila, 18 pkgs. \$919; Melbourne, 206 pkgs. \$3,260; Progresso, 23 pkgs. \$1,004; Sydney, 14 pkgs. \$190; Sheffield, 3 pkgs. \$168; Singapore, 4 pkgs. \$275; Tampico, 4 pkgs. \$180.

JANUARY 9, 1905.

Alexandria, 10 pkgs. \$139; Algoa Bay, 6 pkgs. \$320; Bristol, 7 pkgs. \$325; Berlin, 102 pkgs. \$3,749; Belfast, 21 pkgs. \$169; Calcutta, 6 pkgs. \$127; Cuenfuegos, 8 pkgs. \$108; Havana, 8 pkgs. \$243; Laguna, 1 pkg. \$263; Lisbon, 22 pkgs. \$1,114; London, 903 pkgs. \$9,897; Milan, 91 pkgs. \$3,192; Matanzas, 11 pkgs. \$145; Manchester, 9 pkgs. \$450; Manaus, 5 pkgs. \$131; Tampico, 4 pkgs. \$180; Vienna, 14 pkgs. \$544; Warsaw, 6 pkgs. \$232.

A new indestructible cylinder record is being much discussed among the trade in England. This is the revival of an old type.

THE TALKING MACHINE WORLD.

17

MUST MAINTAIN SELLING PRICE.

American Graphophone Co. Secure injunction and Accounting Against the Edisonia Co.

A sweeping decision was handed down December 16, 1904, by Judge Lanning, United States Circuit Court, Trenton, N. J., in the case of the American Graphophone Co. against the Edisonia Co., dealers Newark, N. J., sustaining the right of a patented owner to enforce his established selling price as against undercutting. The opinion says in part:

"Ordered, adjudged and decreed, that the letters-patent referred to in the bill of complaint No. 714,651, granted November 25, 1902, and re-issue letters-patent 12,696, granted March 10, 1903, are good and valid; that the complainant, American Graphophone Co., possessed of the full and entire right, title and interest, in and to said patents, and that the defendant, Edisonia Co., has infringed upon said patents and upon the exclusive rights of the complainant in the following way: Complainant sold to defendant, through its sales agent, Columbia Phonograph Co., certain records manufactured under the patents in suit and known as 'Columbia XP records' upon the condition and restriction made known to and accepted by the said defendant, that it, if it disposed of the same, should adhere strictly to the official price list of twenty-five cents each for said records and such sale was made dependent upon the observing by it of such condition and restriction and to such extent only was it licensed to sell the said records. That thereafter the said defendant in violation of the terms of such condition and restricted license and in infringement of the rights of complainant . . . sold the records at a less price than 25 cents each."

The court further ordered that a perpetual injunction issue against the Edisonia Co., and that an accounting be rendered the complainant for damages sustained by reason of the infringement and the sale of records concerned therein. The defendant was also required to pay the costs, charges and disbursements in the suit. Henry

D. Oliphant was appointed as master to assess the damages and to examine the books, etc., of the defendant.

DEALERS TO ORGANIZE.*

Meet and Take Steps to Form Organization—Current Conditions Discussed.

About thirty dealers held a meeting December 8, at 88th street and Third avenue, for the purpose of organizing an association. Paul Heifer was called to the chair, and S. Waldick acted as secretary. The main idea of those present was that an effort should be made to induce the National Phonograph Co. to change their agreement so that no one should be placed on the dealer's list unless an initiatory purchase of \$500 was made. After a three-hour session the temporary chairman appointed a committee of five to formulate a plan of organization and draft a constitution and by-laws. Some warm remarks were heard relative to current trade conditions and a lot of good natured chaffing indulged in without harm to anyone. An adjournment was taken subject to the call of the chair. Charles W. Henkel, treasurer of the Douglass Phonograph Co., Inc., and V. H. Rapé were the only jobbers in attendance. The latter, in a brief speech, gave his auditors some good advice, gained from many years' experience in the business.

DUTY ON METAL DISKS FOR RECORDS.

A Decision of Importance to Talking Machine Men Handled Down Last Week.

(Special to Talking Machine World.)

Washington, D. C., Jan. 12, 1905.

Metal disks used in making "records" for gramophones and similar machines, though cast by the electro-type process, are not dutiable as electro-type plates under paragraph 166, act of July 24, 1897. Such merchandise is dutiable under the provisions of paragraph 193 of said act.

as manufactures of metal. The articles provided for in paragraph 166 as electro-type plates are those used for printing by the use of ink in a printing machine. In support of this the following decisions were cited: G. A. 4650, G. A. 5409, and Forbes Lithograph Mfg. Co. against Worthington (122 U. S., 655), cited and followed.

The ruling was made in the matter of protest against the assessment of duty by the New York collector, and the full text of the opinion, rendered December 29, 1904, by Fischer, G. A., of the Board of General Appraisers, follows:

"The merchandise in question consists of metal disks, from which the 'records' used in gramophones, phonographs, etc., for the reproduction of articulate speech and musical selections, are made. Duty was assessed thereon at the rate of 45 per cent. ad valorem under the provisions of paragraph 193 of the act of July 24, 1897, and the importers claim that the goods are electro-type plates, dutiable at 25 per cent. under paragraph 166 of said act.

"As described in the testimony, the original record is a disk of soft plastic material on which the speech or selection is etched with a stylus. From this original the metal disk under consideration is made by the electro-type process, and, finally, any number of copies may be made from this metal record by simply pressing it against the disks of plastic material that are actually employed in the machines. It is because these metal disks are made by the electro-type process that the importers contend that the provisions of paragraph 166, which reads as follows, apply: 'Steel plates, engraved, stereotype plates, electro-type plates, and plates of other materials, engraved or lithographed, for printing, twenty-five per centum ad valorem.'

"The process of making copies for use in the gramophone, to wit, pressing the electro-type plate against plastic material, is not printing. The Standard Dictionary defines printing as: 'The process of producing printed matter by the inking of type, plates, etc., and impressing them upon paper or the like, as in a printing machine.' A question somewhat similar to that here in-

Allen's Paper Lacquered PHONOGRAPH HORN

No metallic or brassy sound
No brass to clean

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

Price, - - \$10.00

PETER BACIGALUPI, Gen'l Agent

Also PACIFIC COAST JOBBER for EDISON PHONOGRAHPS, RECORDS and ACCESSORIES

786-788 Mission Street

San Francisco, Cal.

volved arose in G. A. 4652, where this board said: "We construe said paragraph 166 to apply to such plates only as are used for printing, and none others. This view is plainly indicated not only by the grammatical arrangement of the paragraph, but from the associated words, 'stereotype plates' and 'electrotype plates.'

The ruling in the case of Forbes Lithograph Mfg. Co. against Worthington is cited and relied upon in that case. The above ruling by the board (G. A. 4650) was reversed in the case of Morris against United States upon another ground, namely, that the steel plate there in question fell within the provisions for plates and steel in all forms and shapes not specially provided for and was not dutiable as manufactures of metal. That it was not dutiable under paragraph 166 was not disputed by either party to the controversy. The board followed this court ruling in G. A. 5469. The provision in paragraph 193 for articles composed wholly or in part of lead specifically covers the goods in question. The protest is overruled and the decision of the collector affirmed.

TALKING MACHINE LITIGATION.

Application for Injunction Against John F. Ellis & Co., of Washington, by the American Graphophone Co. and the Columbia Phonograph Co. Continued Until Later Date.

(Special to The Talking Machine World.)

Washington, D. C., Jan. 13, 1905.

The suit of the American Graphophone Co. and the Columbia Phonograph Co. against John F. Ellis & Co. and their manager, Chas. B. Bailey, calling upon them to show cause why an injunction should not be granted against them, and which was made returnable January 3, was by consent of both complainants and defendants continued to to-day (Friday). Three affidavits supplementary to the complaint have been filed by Edward D. Easton, president of the two complaining corporations; Paul H. Cromelin, vice-president of the Columbia Phonograph Co., and H. C. Grove, who is manager of the Washington branch of the Columbia Phonograph Co. The harm done the complainants by the advertisement inserted by John F. Ellis & Co. in the local papers is set forth in detail.

The basis of the suit is the advertising by John F. Ellis & Co. of words to the effect that "The Victor talking machine and records were awarded the first grand prize over all competitors at the St. Louis World's Fair."

It is understood that this advertising will cease until such time as the court determines what action shall be taken.

Since writing the foregoing I understand that a further postponement of the case from January 13th has been granted to Ellis & Co.

IN TEACHING LANGUAGES

Talking Machine Records Have Proven an Invaluable Aid in California University.

(Special to The Talking Machine World.)
Berkeley, Cal., Jan. 12, 1905.

Teaching the Chinese language by machinery is the latest wrinkle in university circles. Professor John Fryer having demonstrated that talking machine records can be used in the class room where instruction in Oriental languages is given.

Experiments were begun by Professor Fryer several weeks ago, and they have now reached the stage where no doubt of the efficacy of the method is felt. The plan when developed is expected to be of immense benefit to all students of Oriental languages.

Professor Fryer prepared his first disks with lessons in the Kuan Hua language. In the talking machine they enunciated the words with accuracy and clearness, and the professor was delighted with the results. Any number of plates can be manufactured, and students will then be able to provide themselves with what will in some respects take the place of the living teacher.

The advantage of the plan lies in the ease with which a student may obtain a reiterated pronunciation of words with which he desires to become familiar. Difficult sounds and tones can be pronounced for the student's benefit until he is acquainted with them.

THE TALKING MACHINE IN 1758.

Interesting Light Thrown Upon the Early History of Talking Machines in an Excerpt From John Wesley's Magazine—Heard a Talking Machine in Ireland on His Visit There.

In the early history of musical instruments we find the Irish figuring in many ways. It will be remembered that Southwell, of Dublin, was practically the inventor of the first upright piano, while his action mechanism as applied to pianos and harps has been deservedly lauded by historians.

We were not aware, however, that the honors which we claim for Edison were anticipated to some extent many long years before him, but something in the form of a talking machine was known in Ireland in 1758, according to no less authority than John Wesley, who like our Washington, "couldn't tell a lie." Writing in his journal under date of Monday, April 26, 1762, he said: "In the evening I preached to a large congregation in the market house at Lurgan, Ireland. I now embraced the opportunity, which I had long desired, of talking with Mr. Miller, the contriver of that statue, which was in Lurgan when I was there before (May 15, 1758). It was the figure of an old man, standing in a case, with a curtain drawn before him, over against a clock which stood in the other side of the room. Every time the clock struck he opened the door with one hand, drew back the curtain with the other, turned his head, as if looking round on the company and then said, with a clear, loud, articulate voice, 'Past one, two, three,' and so on. But so many came to see this (the like of which all allowed was not to be seen in Europe), that Mr. Miller was in danger of being ruined, not having time to attend to his own business. So, as none offered to purchase it, or to award him for his pains, he took the whole machine to pieces."

Under date of Monday, June 14, 1773, a further occurrence occurs: "After preaching at Lurgan, I inquired of Mr. Miller whether he had any thoughts of perfecting his speaking statue, which had long lain by. He said he had altered his design; that he intended, if he had life and health, to make two; which would not only speak but sing hymns alternately with an articulate voice; that he had made a trial and it answered well. But he could not tell when he should finish it, as he had much business of other kinds to attend to, and could only give his leisure hours to this. How amazing it is that no man of fortune enables him to give all his time to the work."

The above data will be interesting to manufacturers and inventors of talking machines as well as dealers handling them. It only affirms anew the old saw, that "there is nothing new under the sun," it must also be remembered that it is not the invention of any idea that counts as much as its development; for instance, light by electricity is not new, but its development and perfection is new, and in this respect as in talking machines, Edison takes a leading place.

NEW VICTOR AGENCY.

Landay Bros. Open Handsome Quarters at 288 Fifth Avenue, New York.

A new agency for the Victor talking machines and records has been established at 288 Fifth Avenue, New York, by Landay Bros. They have furnished a very beautiful studio which is ornamented with portraits of the celebrated artists whose voices are reproduced in the Victor records, and here in the heart of the most select shopping trade are displayed a very fine line of Victor machines and records which are very cleverly described as "voice engravings." It is evi-

dently the intention of Landay Bros. to appeal to a very high class of trade, and which they are destined to get, working along the lines they have planned.

A GREAT SUPPLY HOUSE.

The Hawthorne & Sheble Mfg. Co. of Philadelphia Supply Practically Everything Needed in the Talking Machine Field.

It is interesting to note the remarkable growth that has attended the Hawthorne & Sheble Mfg. Co., Philadelphia, Pa., in their business of manufacturing supplies of all description for talking machines. They started about twelve years ago manufacturing horns only, and confined their attention to eight styles.

Up to this time the only horns made for talking machines were small tin ones, which were constructed in a crude manner, without any attention being paid to the acoustic properties or appearance.

Like many other good things in their early stages, the public generally did not like them, the machine manufacturers condemned them, and everyone argued that nothing could equal the antiquated can tubes. At that time, talking machines were not the household necessity they are to-day, being principally used in saloons and slot parlors, with an occasional one for business purposes.

Believing, however, that they were working on the proper lines, and that as talking machines were gradually introduced for home amusement the value of properly constructed horns would be appreciated, this company, or rather firm as it was in those days, kept everlasting at it, improving their product, and increasing their line with the motto always before them to make the best regardless of cost, and sell it at the lowest price consistent with a fair manufacturing profit, until to-day they have a factory containing about 20,000 square feet of surface, have all the latest and best machinery, and are manufacturing everything for talking machines.

From a small beginning with only eight different style horns, they now make over one hundred different styles, among which are their now well known patented line of "Silk Finish" horns. They also manufacture about fifty different styles of cases for carrying machines and records, about twenty different style horn supports, and hundreds of small parts and useful accessories. They now occupy a prominent position in the trade, and are the recognized source of supply for talking machine accessories of all descriptions.

Their latest products in the horn line, named the "Flower Horn," is shown herewith. These



"Flower Horns" are made by them in many styles, and not only do they present a handsome and attractive appearance, but they are brilliant and clear in reproducing. They have applied for letters patent on the construction, as well as the particular designs they have originated. Their new catalogue, No. 600, will be interesting reading to anyone handling or using talking machines.

Dealers should not fail to cut out subscription blank on another page and mail to this office with fifty cents in stamps.

THE EXPLANATION!

**125,731 assorted TALK-O-PHONES
distributed since we opened our
factory in March, 1904 :: ::**

There must be something about them that is pleasing. The consumer insists that it is the quality, the dealer thinks also there is something attractive about the price. If you do not know our discounts, better get them. We guarantee to save you money. We guarantee to please you.

**A \$75.00 machine selling at \$40.00
with a \$35.00 profit for the dealer**

Can we prove it?

TRY US



START OUT LIKE THIS PAPER WITH GOOD RESOLUTIONS.
GET RID OF YOUR FALLACIES.

Buy the Talk-O-Phone

**THE TALK-O-PHONE COMPANY
TOLEDO, O.**

CHICAGO

SAN FRANCISCO

NEW YORK



TRADE MARK
Thomas A Edison

They are essential to the success of any Dealer now handling talking machine goods, and they are a desirable side line for almost any other business.

A Dealer in talking machines without the Edison line is only half equipped for business. Write for trade discounts and conditions to

NATIONAL PHONOGRAPH CO.,

or any of the following Jobbers:

ALABAMA.

BIRMINGHAM—The Ray Co.; The Talking Machine Co.; W. H. Reynolds.

CALIFORNIA.

SAN FRANCISCO—The Gaigalupi.

COLORADO.

DENVER—Denver Dry Goods Co.

CONNECTICUT.

MIDDLETOWN—Caulkins & Post Co.

ILLINOIS.

CHICAGO—James L. Lyons—Singer Talking Machine Co.; The Vim Co.; Montgomery Ward & Co.; Rudolph Wurlitzer Co.

PEORIA—Poupart & Ellington Co.

DISTRICT OF COLUMBIA.

WASHINGTON—F. V. Dinsmore & Sons Co.; S. Kahn, Sons & Co.

INDIANA.

INDIANAPOLIS—Craig Jay Co.; Kipp Bros. Co.; A. B. Wahl Co.

LAFAYETTE—A. B. Wahl Co.

IOWA.

DES MOINES—Hopkins Bros. Co.; The Vim Co.

FORT DODGE—Earle Music House.

LOUISVILLE—The Ray Co.

LOUISIANA.

NEW ORLEANS—William Bailey—Na-

tional Automatic Fire Alarm Co.; The Ray Co.

MAINE.

BANGOR—E. L. Nichols Co.

PORTLAND—W. H. Ross & Son.

MASSACHUSETTS.

BOSTON—Boston Cycle & Sundry Co.

Eastern Talking Machine Co.; Ever

Newson Sporting Goods Co.; Read & Ross.

FITCHBURG—Iver Johnson Sporting Goods Co.

LOWELL—Thomas Wardell.

WORCESTER—Iver Johnson Sporting Goods Co.

MICHIGAN.

DETROIT—American Phone Co.;

Grimmell Bros.; The Ray Co.

SAGINAW—Morley Bros.

MINNESOTA.

MINNEAPOLIS—The Ray Co.; Hough-

st, Paul W. J. Dyer & Br.; Minne-

sota Phonograph Co.

MISSOURI.

KANSAS CITY—W. W. Jenkins' Sons

Co.; The Ray Co.

ST. LOUIS—Conroy Co.; O. K. Houck

Phone Co.; The Ray Co.

NEBRASKA.

LINCOLN—H. H. Stidham Cycle Co.

OMAHA—H. C. Fredrickson; Nebras-

ka Cycle Co.

NEW JERSEY.

HOBOKEN—Elipse Phone Co.

NEWARK—A. O. Pettit.

PATERSON—J. C. Oteba.

TRENTON—Stoll Blank Book and Sta-

tionery Co.

THE man who invented the Phonograph; who is ever at work on it, and who has brought it to its present marvelous perfection as a delightful musical instrument. :: ::

It is worth while to handle a product that Mr. Edison is ever improving.

Edison Phonographs and Edisop Gold Moulded Records are sold under conditions that guarantee a uniform selling price to all Dealers.

ORANGE, N. J.
83 Chambers Street, New York
304 Wabash Avenue, Chicago

or any of the following Jobbers:

NEW YORK.

BROOKLYN—Chapman & Co.; A. D.

Matthew & Sons; Price Phonograph Co.

BUFFALO—P. A. Powers.

ELGIN—The Elgin Arms Co.

GLOVERSVILLE—American Phonograph Co.

KINGSTON—Forrest & Davis.

NEW YORK—The American Phonograph Co.; Blackman Talking Machine Co.; George J. Edwards.

Douglas Phone Co.; H. S. Gordon.

Harry Johnson Co.; Music Box.

Davidson, H. Raps; Siegel-Casper Co.; John Wanamaker.

POTCHEEPEE—Price Phonograph Co.

ROCHESTER—Dessinger; Mackie

Company & M. C. Co.; W. H. Miller.

Talking Machine Co.; Rudolph

Schenectady—Jay A. Rickard &

Syracuse—W. D. Andrews.

TROY—James Lucy.

UTICA—The Hornicks Co.; Arthur

Ferriss; William Harrison.

Utica Cycle Co.

OHIO.

CANTON—Klein & Heffeman Co.

CLEVELAND—J. B. Hendon; The Ray

Wurlitzer Co.

J. B. Rogers, Jr.

COLUMBUS—Perry B. Whistit Co.

DAYTON—Nichols & Dush.

EAST CLEVELAND—Smith & Phillips

Music Co.

TOLEDO—Hayes Music Co.

PENNSYLVANIA.

ALLEGHENY—Henry Hart.

ALLENTOWN—A. Aschbacher.

EASTON—William Werner.

PHILADELPHIA—John Herpin & Son.

Lil Gross—Price Phonograph Co.

John Wanamaker; Wells Phonograph Co.; W. E. W. Electric Co.

HARRISBURG—S. K. Hamburger.

PITTSBURGH—The Pittsburgh Co.

Inc.; Kaufman Bros.; H. Kieber & Son; Mellor Co.; Pittsburg Phone Co.

READING—Reading Phonograph Co.

SCRANTON—Reading Phonograph Co.; Technical Supply Co.

RHODE ISLAND.

PROVIDENCE—A. M. Dean Co.; J. A.

Household Furniture Co.; J. Samuel & Bro.; A. T.

Scattergood & Co.

W. C. Muller Co.; Pittsburg

Phone Co.

READING—Reading Phonograph Co.

SCRANTON—Technical Supply Co.

NEVADA.

KNOXVILLE—The Typewriter and

Photograph Co.

MEMPHIS—O. K. House Plane Co.

The Ray Co.

NASHVILLE—Nashville Talking Ma-

chine Co.; The Ray Co.

TEXAS.

DALLAS—C. T. Harris, Art.

HOUSTON—M. H. Holloman Co.

VIRGINIA.

RICHMOND—The Ray Co.

WISCONSIN.

MILWAUKEE—Mervin Bros.

CANADA.

TORONTO—H. S. Williams & Sons Co., Ltd.