

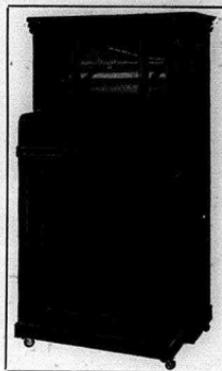
# The TALKING AND NOVELTY NEWS MACHINE WORLD

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

## Coin Coming Your Way

**M**OST men are desirous of increasing their income; are you? Then here is an invention which will please you. It is one of the best paying coin-operating devices on the market. It requires no attention except to change the music roll, which is usually done weekly. The instrument stops after each selection, and a coin is required to again start it, and it can be continued indefinitely.

Men who have had these out tell us that there is a steady stream of nickels going continually into this machine. It is handsomely gotten up, and makes an attractive instrument in any public resort, and talking machine dealers will find that it is one of the best paying agencies that they can secure. The loud and soft effects and the tempo changes in the music are all controlled automatically. The whole arrangement is so simple that there is no getting out of order. It can be run by direct or alternating current motor or storage battery. It is gotten up in fancy mahogany and quartered oak cases, and the size is only 5 feet 5 inches high, 2 feet 10 inches wide. The depth is less than 2 feet.



The accompanying illustration will tell you something about it, but still you should see the player itself to appreciate it.



We have some splendid endorsements where men do not hesitate to say it is the best money-making device that they have seen.



## SACRED SONGS

With Real Organ Accompaniment

Have you ever heard any that were entirely satisfactory? We have made a number which critics of this class of music pronounce **PERFECT**.

They are sung slowly, in the right spirit, with feeling and expression. The tones of the organ are rich and melodious.

Just as a suggestion, here are a few of the titles:

031119—"Sun of My Soul."

031123—"How Firm a Foundation."

031120—"Where Is My Wandering Boy To-night,"

031124—"He Leadeth Me."

031121—"Coronation."

031125—"One Sweetly Solemn Thought."

031122—"Come, Thou, Almighty King."

031126—"Just As I Am."

—Arr. R. S. Ambrose.

Send for the complete list. A trial order will convince you that there is value in them.

**"Ask for the Blue Ones"**

**AMERICAN RECORD COMPANY  
HAWTHORNE, SHEBLE & PRESCOTT**

SPRINGFIELD, :: ¶ :: MASS.



# The Talking Machine World

Vol. I. No. 6.

New York, June 15, 1905.

Price Five Cents

## TALKING MACHINE HELPS SINGERS.

**Theory That Vocalists Never Hear Their Own Voices as Others Hear Them—Many Unexpected Defects Discovered—Professors of Voice Culture Use Records of Pupils Efforts in Their Rooms.**

Dr. Wangermann, who has been for many years chief assistant to Thomas E. Edison at his phonograph factory in Orange, N. J., and who is himself a cultivated musician and vocal instructor, has been elaborating on a subject which we referred to in *The World* some two issues ago—i. e., that no vocalist has really ever heard himself or herself sing. That is to say, they have never heard themselves sing as others have heard them. Of course, they receive a mental impression, which, to their sense of hearing, is more or less equivalent, but it is not the genuine product of atmospheric sound waves striking upon the drums of the ears, as is the case when listening to another singer. In other words, the tones which flow from the throat of a vocalist are weighed, measured and absorbed by the brain and the nerves connecting it with the vocal chords without any effort on the part of the ears. An almost entirely deaf person, to whom the singing or speaking of others might almost pass for dumb show, can hear himself speak or sing quite distinctly. This is regarded as proof of the strange theory.

Hence it is argued that the impressions of his or her own singing absorbed by vocalists are often erroneous. It is impossible that they should realize the exact effect their tones and methods produce upon actual hearers in their audiences. Many minute imperfections are overlooked, and the singer does not distinguish between the various qualities of tones so widely as does the hearer.

### VALUABLE MUSICAL ADVICE.

It is for reasons such as these that the talking machine has recently been very largely employed by many eminent vocal instructors both here and in Europe. This curious innovation is largely due to Dr. Wangermann, who was associated with Edison in the conception and invention of the phonograph, and who has labored for years to bring it to its present state of perfection and its popularity.

Many well-known teachers of singing have in their class-rooms complete apparatus, not only for the reproduction of vocal efforts, but for the taking of records, so that students may actually hear with their own ears exactly the impression their singing conveys to an audience.

The system is for a pupil to sing a composition with all the care and perfection of which he is capable into a talking machine receiver, and from the record thus made, hearing it again and again reproduced, he may study its most minute imperfections and strive to correct them.

Here and there the student may notice faulty phrasing, a wrong management of the breath, imperfect articulation, or an impurity of intonation which, with practice, may be avoided. It is thus that the talking machine has become an aid to the artistic cultivation of the voice and an incentive to proper methods in the art of singing.

### MAKES SMALL DEFECTS APPARENT.

It is even claimed that the talking machine practically places the singing voice, as it were, under the influence of a tonal microscope, by showing up in slightly exaggerated form all lapses from vocal purity and making minor errors stand out conspicuously.

All familiar with ordinary talking machine records of songs and singers have observed curious and often comical breaks or irregularities in the quality of the reproduced voice, and these are usually regarded as imperfections in the record. Of course, to a large extent, this may be true,

but it is not always the machine that is at fault. A large percentage of those imperfections are merely accentuated reproductions of the singer's faulty methods. This has been proved by having the same singer make three separate records of a song he has learned by repeated usage to sing in stereotyped style. Each record will show the same faults and imperfections.

In addition to enabling students to correct their methods by having a record of their errors continually before them, the "talker" has another practical use in vocal schools. Few of the world's greatest vocalists have consented to submit their efforts for permanent record and run the risk of their being farmed out in penny amusement palaces. But many recognized operatic experts have sung into the talking machine, and these records are remarkably valuable to students.

They are of great assistance in studying a scene or a part, containing as they do many variations from the printed score, such as cadenzas, and all sorts of vocal liberties taken by recognized artists, which it is difficult for the ordinary amateur to observe and harmonize.

## SOME BIG RECORD SALES

**In London—Over 350,000 Sold Last Season by Barnett Samuel & Sons—Recent Orders Placed—Interesting London News.**

We are in receipt of an interesting letter from Alfred Balcombe, manager of the talking machine department of Barnett Samuel & Sons, Ltd., London, in which he says:

"I am much interested in your journal, and must congratulate you on the high-water mark to which you are keeping this paper up.

"It may interest you to know that during last season we sold over 350,000 records. I notice the remarks in your paper relating to large orders for records, and I am giving you herewith a few samples of orders that we placed within a few days of one another with the different companies:

Sept. 20, 1905:  
Columbia Phonograph Co. .... 56,000 NP Records  
Order No. 11,135  
National Phonograph Co. .... 27,000 GM  
Order No. 19,087  
(This order was further supplemented by an order of 50,000 records the following month.)  
Aug. 20th, 1904:  
Edison Co. (Edison Bell) ..... 25,000 GM Records  
Order 11,134

"These orders are without our large orders to the disk record companies, and you will see by these figures what an enormous trade is being done on this side of the water.

"The trade here is keeping up remarkably well and the advent of two new cylinder companies on the English market will very likely make things work up considerably."

## BUSINESS VERY BRISK.

**Customary Summer Dulness Not Now Apparent.**

At this time of the year business has in former years fallen off, but at the present time there is apparently no diminution of business with the manufacturers and prominent jobbers. The call for goods is still insistent, the demand for records being especially strong, and orders for machines are still unfilled. The management of the respective companies are very cheerful over the outlook; in fact, say they are in a quandary at times to altogether satisfy the trade without an enlargement of their respective plants.

## VICTOR CO.'S EXPANSION.

Plans and specifications have been completed and estimates invited for an additional story to the warfhouse of the Victor Talking Machine Co. in Camden, N. J. The addition will be 62 by 148 feet, and will be of fireproof construction, to conform to the present building.

## GROWTH OF VAUDEVILLE PARLORS.

**Using Automatic Devices of All Kinds—Now Spreading Not Only Over the Country But Abroad—Large Purchasers, So It is Said.**

The so-called automatic vaudeville parlors, filled up with adding machines, mostly of the slot machine variety, and similar devices of an amusement nature, are spoken of as rapidly becoming an impressive part of the business. They are large consumers of staple goods, specialties, etc., and they are always in the market for entertainment novelties of all kinds, providing they are mechanically automatic in their operation.

In one of the most important of these establishments in New York, the focus from which radiate branch establishments in all the cities of the country, there are nearly 600 machines of various kinds on one floor alone, and the rest of the big building is given up to the offices of the company, to repair shops, etc.

"The first of these automatic parlors," says the manager, when asked concerning the history of the place, "was our own, and it is about five years old. Before that there were parlors—no one knows why they are always called parlors—with just one kind of machine. Coin-operated piano players, beside talking machines, are becoming attractive features of these parlors, and some are really fine instruments. They are very popular. Our new wheel or multi-gramophone contains two dozen records, and you can select any one you like. They are an ingenious apparatus. Inventions in coin devices are appearing frequently, but we welcome them all. The making of special records for these machines is getting to be quite a business in itself."

According to data gathered in the principal city, every place has its automatic peculiarity. For instance, in Australia, where there are several branch houses, the patrons are direly afraid of the coin cups on the phonographs, and even when they are in the parlors, they manifest no dread of disease from the telephone. But every machine is disinfected once in twenty-four hours, and just as soon as the doors are closed a corps of cleaners are turned loose and every inch of floor is scrubbed and every bit of the walls swept and cleaned.

## MANY NAMES SUGGESTED.

The Columbia Phonograph Co. state that in response to the company's invitation to furnish a name for their new loud-sounding graphophone, the responses have been overwhelming. Two men have been kept busy tabulating titles and recording names for a couple of weeks. Mr. Eckhardt, manager of the Columbia's Eastern business, put in his little line for fame, filing fifteen names.

## WALKER TALKER CO. INCORPORATED.

One of the big concerns chartered at the State Department of Dover, Del., last week is the Walker Talker Co. The concern is to manufacture a new and improved system of talking machines and make and sell appliances and apparatus necessary to talking machine outfits. The incorporators are of Erie, Pa., and the capital stock is \$200,000.

## Free Trial Ad.

Write me upon your business stationery—sending required data and copy of old ads and I will send you a specimen of my advertising work free.

Write me now—no day.

R. E. GRANDFIELD, Fall River, Mass.  
P. O. Box No. 285.



THE LATE POPE LEO XIII.

**ANNOUNCEMENT EXTRAORDINARY!!!**

We are now prepared to supply the trade with two absorbingly interesting records of the voice of the late Pope Leo XIII. These records were made at the Vatican in Rome, February 5th, 1903, in the ninety-third year of his age. One record contains his Apostolic Benediction. On the other he intones the Ave Maria. Both records are in Latin. For use only on cylinder machines.

Though nothing remains of the great Pontiff save an undying memory, his voice lives and he will continue to convey his Benediction daily to thousands by means of these records.

A certificate of genuineness accompanies each record. Price \$2.00 each. Liberal discounts to dealers.

Order by name **The Benediction.**  
**The Ave Maria.**  
(All Rights Reserved)

**COLUMBIA**  
**PHONOGRAPH CO., Gen'l**

PIONEERS AND LEADERS IN THE TALKING MACHINE ART

Grand Prize, Paris, 1900.

Double Grand Prize, Three Gold Medals, St. Louis, 1901.

NEW YORK, Wholesale, Retail, Export, 253 Broadway.

UPTOWN, Retail Only, 872 Broadway.

CHICAGO, 88 Wabash Ave.  
PHILADELPHIA, 1019-1021 Market St.  
ST. LOUIS, 1119 Olive St.  
BOSTON, 104 Tremont St.  
BALTIMORE, 320 N. Howard St.  
CLEVELAND, Euclid Ave. and Erie St.  
BUFFALO, 645 Main St.  
SAN FRANCISCO, 125 Geary St.  
CINCINNATI, 117-119 West Fourth St.  
PITTSBURG, 415 Penn Ave.  
NEW ORLEANS, 628-630 Canal St.  
DETROIT, 272 Woodward Ave.  
MILWAUKEE, 291 East Water St.

WASHINGTON, 1212 F St. N. W.  
TORONTO, ONT., 107 Yonge St.  
LOUISVILLE, KY., 604 Fourth Ave.  
MINNEAPOLIS, 12 Fourth St. South.  
INDIANAPOLIS, 48 N. Pennsylvania St.  
KANSAS CITY, 1016 Walnut St.  
ST. PAUL, 286 Wabasha St.  
DENVER, 202-207 Sixteenth St.  
PATERSON, N. J., 126 Main St.  
ST. JOSEPH, MO., 718 Edmond St.  
OMAHA, 1621 Farnam St.  
LOS ANGELES, 223 South Main St.  
MEMPHIS, 78 South Main St.

SCRANTON, 302 North Washington Ave.  
PORTLAND, ORE., 371 Washington St.  
ATLANTA, 43 Peachtree St.  
SEATTLE, WASH., 141 First Ave.  
TRENTON, N. J., 215 East State St.  
BRIDGEPORT, CONN., 1161 Main St.  
OAKLAND, CAL., 512 12th St.  
SPRINGFIELD, MASS., 295 Main St.  
PEORIA, 417 Main St.  
LINCOLN, 206 South 11th St.  
TERRE HAUTE, 73 S. Seventh St.  
POLET, 602 Cass St.  
SACRAMENTO, 823 J St.

LONDON, Wholesale, Retail, 89 Great Eastern St., E. C.

RETAIL BRANCH STORE, 209 Oxford St., W.

PARIS, 111 and 113 Rue Montmartre.  
BERLIN, 71 Rotterstrasse.  
RETAIL BRANCH, 63a Friedrichstrasse.  
ST. PETERSBURG, 52 Nevski Prospect.  
VIENNA, Seilergasse No. 14.

GLASGOW, 20-22 Union St.  
MILAN, 9 Via Dante.  
CARDIFF, 90 St. Mary St.  
CITY OF MEXICO, Calle de Santa Clara, 185A.  
WARSAW, Marszałkowska 146.

SYDNEY, N. S. W., 25 Palling's Buildings, Ash St.

## PRACTICAL SUGGESTIONS AND COMMENTS.

## TAPE RECORD POSSIBILITIES.

We have a number of inquiries from correspondents regarding the manufacture of a tape record referred to in last month's World. The proposition is feasible. Its manufacture embodies no new scientific principle, but rather a difference in mechanical methods in order to change the form of records for either cylinder or disk to a strip of material wound on a reel. Suitable material, that will be inexpensive and pliable, will, of course, necessitate much experimental research, and it is not improbable that celluloid may form one of the elements to be employed.

## HOW FAST A RECORD TRAVELS.

Discussing a somewhat similar topic, a writer in a London contemporary pertinently asks: "But supposing an ideal material is found and is at hand ready for use, what advantage does the 'strip' record offer? Probably my readers will reply that a longer record could be made. That it would be possible to have an entire song instead of one verse and chorus. Let us see. How fast does a talking machine record of the present day travel under the reproducer horn or sound-box needle? Somewhere about twenty inches per second. To obtain the same quality and volume of sound from the strip record, it should be reproduced at the same rate of speed. That means that to have a record to contain as much as the average high-speed cylinder record, the strip would have to be just about 200 feet long. To have it equal the average ten-inch disk it would be perhaps 275 feet in length. A celluloid tape of that length would make rather a formidable sized wheel when wound on a drum. To get the whole of a song or band selection upon the strip would greatly aid to its length, and consequently to its bulk when-wound.

## SOME DISADVANTAGES SET FORTH.

To be sure, the strip record would be indestructible, but it is questionable whether the disadvantages of length of tape and bulk do not overbalance this. And then, like piano players, after a record has been reproduced the tape would have to be reeled back again on to its original spool. That would take a longer time than is now required for changing cylinders and disks. I am not asserting that there never will be tape records. I only point out one or two obvious objections to them which must be overcome before they can be put on the market.

## VELOCITY INSURES TRUER TONE.

"The greater the surface velocity of the record, the truer the tone in reproduction. If the thread were made finer than at present, the side walls would be so thin as quickly to break down and thereby ruin the record. So the only outlet seems to be to make the cylinders longer and the disks larger. Already 12-inch and 14-inch disk records are on the market. At a speed of 60 per minute these records will play for four or five minutes.

## LONGER RECORDS BOUND TO COME.

"But longer records are bound to come. The demand for them is clamorous and insistent. What form will they take? There are just three ways of lengthening a record. It can be run at a slower speed so that more can be recorded on it within the time limit. The grooves of the spiral track can be cut nearer to each other by using a feed screw with a finer thread. Or, thirdly, the cylinder can be made longer or the disk of a larger diameter. The first and second methods have been tried in the past and abandoned. We are not likely to see a return to slow speed records or to a 200-to-the-inch thread."

## LONGER CYLINDER RECORDS.

In answer to an inquiry we may say that in connection with the new loud-speaking graphophone just being marketed, a new line of gold-molded cylindrical records, very much longer than any heretofore made will be added to the product of the Columbia Phonograph Co. The new cylinders are half a foot in length, and capable of containing all of an ordinary composition, without its being cut. The new loud-speaking machine, which is made with an extra-long mandrel, affords splendid possibilities in the way of a larger cylinder record. About twelve of the new records have already been made and additions will be listed from month to month.

## MAKING DISK RECORDS AT HOME.

Judging from letters from correspondents there seems to be quite some anxiety on the part of a number of subscribers to The World to try their hand at making disk records at home. In this connection several ask: "Is there any machine manufactured in this country that will fill the bill?"

We believe there is not. The Neophone Co., of London, are, however, at work on a machine which they expect to have ready in a very short

time which will enable the amateur to solve in part, if not wholly, the problem of disk recording at home. The recorder can be used for the manufacture of either nine inch, ten and one-half inch, or twelve inch disks which are furnished in blank with the machine. More ament this later.

## POINTERS ABOUT CYLINDER RECORDS.

Some observations by an amateur maker of records supplied to The Talking Machine News of London may prove of interest. He says: "In record making it is essential that the blank cylinder should be as perfect as possible. It is a great mistake to purchase inferior blanks, as the slight extra cost of a good blank is more than compensated by the vastly better results obtained. For making vocal records with piano accompaniment, it is, in my opinion, advisable to employ a two-way recording horn, that is, assuming a reasonably loud piano effect is desired. If only one horn is used, the distance it will have to be placed from the piano to enable the vocalist to draw back at high notes will cause the piano to be almost inaudible when the record is reproduced. In using a horizontal piano for accompaniment, I place the machine on a box about a foot high, on the piano, with one horn pointing down toward the table end of the keyboard, and the other pointing slightly away from the piano. For the vocalist excellent results can be obtained by these means.

## RECORDING THE BANJO AND MANDOLIN.

"In recording the banjo, mandolin, etc., I obtain good results by placing the machine on a cabinet or table of the height of about 3½ feet, allowing the horn to point downward at a sharp angle. The performer stands up as usual, his instrument exactly under the mouth of the horn, and as close as possible to it. Unless the downward position of the horn is employed, a large amount of sound is lost. Finally, when recording, see that the blank is pressed firmly on to the mandrel, so that the chances of its slipping are minimized as far as possible. It is somewhat annoying to discover that an otherwise good record has been entirely ruined by the fact that it has slipped on the mandrel."

## SOUND VOLUME AND QUALITY DISCUSSED.

"Don't you think the tendency among manufacturers to produce machines notable for their tremendous volume a danger, inasmuch as tone quality, color and other essentials are necessarily overlooked?"

No; we do not. Moreover, the closing words of your inquiry are not correct. Manufacturers to-day are giving more attention than ever before to not only producing more volume, but controlling that volume in regard to quality, and making it as perfect as and like the original of the record as possible, and whether it be a hand, a noted instrumental or vocal solo, or a speaking number, every effort is bent toward making the reproduction real and true. When both volume and quality are combined you have the ideal record. But, then, volume, and even quality, are always matters of personal taste. There are people, you know, who prefer the old spinnet to the modern grand piano. One, they say, has refinement of tone; the tone of the other is coarse and blatant. People will differ regarding talking machines and records as they will about pianos. There are certainly devices enough on the market claiming to control the tone to satisfy our correspondent.

## POSITION IN MAKING RECORDS.

1. In making a record, how close should one stand in singing a solo and how close for a quartette? 2. Should one use a recording horn? 3. Should one use different recorders for single voice, quartette and banjo music? 4. At what speed should machine run in making records? 5. Do you harden the records in any way after making them? I notice that blank records are of a lighter color than moulded records.

1. Both should stand as close to the horn as possible without causing the high notes to blast. Professionals who have been making records for years have to experiment for distances with every

# "The White Blackman"

## WILL TREAT YOU RIGHT

AN  
**EDISON**  
JOBBER



A  
**VICTOR**  
DISTRIBUTOR

### "IF BLACKMAN GETS THE ORDER YOU GET THE GOODS"

WRITE FOR SPECIAL PRICES ON  
**BLACKMAN FLOWER HORNS**

The Genuine Blackman Flower Horn is made out of pieces of Sheet Steel, Enamel (not soldered) together and is then highly polished and finished in beautiful colors. Enamel, baked, hardened and finished by Secret Hand and makes it "The Enamel that Lasts and Won't Come off."

Beware of cheap imitations made of Tin or Zinc pieces soldered together and painted with "The Paint that Fades and Won't Stay On."

**Blackman Talking Machine Co.**  
(J. Newcomb Blackman, Prop.)

97 Chambers St., New York.

MORNING GLORY

GOLD STRIKE

master record made, and you must do likewise to get the exact information. 2. Yes, to get the best results. 3. This is done in professional record making, but unless you have had considerable experience with recorders you will probably do as well with our regular recorder. 4. 160 revolutions a minute. 5. We do not harden the master records. We use them to make molds, and from these molds we manufacture the Edison gold molded record. This is made of a harder, darker-colored composition, says The Edison Phonogram.

#### GETTING RID OF THE ECHO.

It is said that the echo, so much complained of in the reproduction of records, can be obviated by altering the angle at which the reproducer is adjusted. Ordinarily the reproducer should be level with the record, but by putting it slightly out of adjustment the echo will disappear. The same informant states that in case of a disk machine the use of a new needle will cure the much-disked echo.

#### TO PREVENT SAPPHIRE FROM CLOGGING.

A correspondent complains that after running a disk record several times the sapphire becomes clogged with small pieces of hair or wool. The remedy for this is almost obvious. The disk should be kept clean. Before using always clean off with a camel's hair brush. Where the surface of the disk records become dirty and the tracks clog, it would be well to get some benzoline, soak a soft, clean rag in it and wipe the record quickly without using pressure, then dry with a clean rag, and always be sure to apply the brush before using.

#### SHOULD KNOW HIS STOCK.

The amount of trade a talking machine dealer does depends a great deal on his ability to give perfect satisfaction. This does not mean he poplote and obliging alone. He should have more than a general knowledge of his stock (which, by the way, should always be complete and kept in perfect order), and be able to give aid to a

customer in any difficulty which might arise. After displaying of a machine he should take care to explain carefully all parts of the mechanism.

#### SIZE UP THE CUSTOMER'S TASTE.

The proper setting up of an instrument is also very important, as a customer who has adjusted his machine wrongly often gets the impression, through no fault of the instrument, that he has had a poor article thrown off on him. The correct adjustment of the horn on the crane or horn stand has a great deal to do with the reproduction. The idea being to set the horn at such an angle that the rubber connection shall balance as near the mouth of the reproducer as possible, thereby lessening its tension on the machine; otherwise it either makes it drag by pressure against the reproducer or draws back, in which latter case it is liable to cause repeating.

Each customer who buys records has a taste for a particular style of music. One who might enjoy classical selections would be bored by popular or ragtime music. The salesman therefore should watch carefully and choose records accordingly. If he has the stock at his finger ends he will not only be able to get what is wanted quickly, but also can suggest many which the customer will like, and thereby often double the sale.

#### NEVER USE A NEEDLE MORE THAN ONCE.

The question of the inadvisability of using a needle more than once is often asked of the dealer. In using an old needle over, the person not only gets an inferior result, he actually damages his disk. As these run from fifty cents apiece up, while the needles are sold at the rate of about ten to fifteen for a cent, this is poor policy. The needle is made with a tapering point, which, when worn, becomes broader or blunt. If used over, this not only wears off the impressions made by the recorder, but is liable to spread or break the threads, in which case the disk is useless, as the needle will not feed past the break.

#### TO LIGHTEN THE RECORDER.

According to a writer in a London contemporary, the easiest way to lighten an Edison recorder, if it is making too deep a cut, is to countersink some places in the coverplate, that is to say, in the hinged weight.

#### HERE'S A GIANT HORN TRULY.

T. F. Murray writes us that the horn which Spratt & Corcoran, of Utica, N. Y., are using for the sale of their records is probably the largest in practical use in the United States. He adds: "The writer has practically covered the whole Union in the interest of talking machines, also the major portion of Canada, from Newfoundland on, and never yet has he seen anything to compare with it; and the best of it all is that it is actually one of the best reproducing horns I have ever heard." The dimensions are as follows: Length, 12 feet 4 inches; bell, 5 feet; the tunnel width of the horn where bell begins is 36 inches across; it weighs 100 pounds, and is made from galvanized iron, and is so well balanced that the actual weight on the reproducer is less than one-half pound.

"The horn was designed by Mr. Corcoran, the junior member of the firm, and is of splendid proportions. At a distance of fifty feet I found every word and note more distinct than I would from the ordinary horn at ten feet. These people are doing a splendid business in their section of the State." We will be glad to receive further information on the horn question."

#### NEW DEMONSTRATING ROOMS.

Three new commodious demonstrating parlors or booths were completed this week on the city floor of the Victor Distributing & Export Co., 77 Chambers street, New York. The partitions of solid oak and plate glass extend from the floor to the ceiling, and the sound-producing possibilities of these roomy and comfortable compartments are thereby greatly augmented. The equipment represents the finished products of the company in point of machines and records.

# DON'T BE DECEIVED

And buy ANY OLD NEEDLE because it is cheap

THE BEST IS THE CHEAPEST IN THE END

Our  
Specialty  
is

## GOOD NEEDLES

We Make  
Three  
Styles

**P**erfect in reproduction  
**E**very one good  
**R**egular in quality  
**F**urnished in Long or Short Tapers  
**E**nsures perfect results  
**C**arefully packed  
**T**hey are honest value

**M**edium reproduction  
**E**xremely pleasing  
**D**oes its work right  
**I**t plays three records  
**U** will like it  
**M**ore than satisfactory

**Q**uiet reproduction  
**U** can't hear the scratch  
**I**t plays six records  
**E**ven, sweet tone  
**'T** will make records last

SAMPLES, 30 CENTS PER 1,000  
300 in Wooden Box; 100 in Envelope

YOUR OWN IMPRINT IF YOU WISH  
ON BOXES OR ENVELOPES

WE CAN COMPETE IN PRICE AND QUALITY WITH ANY MANUFACTURER  
CHEAP NEEDLES AT 23 CENTS PER 1,000 IF YOU WANT THEM

## AMERICAN TALKING MACHINE COMPANY

Wholesale Distributors of "Victor Machines—Records—Supplies."

586 FULTON STREET,

(BROOKLYN) N. Y. CITY



(Special to The Talking Machine World.)

London, Eng. June 6, 1905.

Some interesting additions have been made to the phonographic archives of the Austrian Academy of Sciences, the aim of which is to obtain records of all the languages and dialects in the world that are spoken by natives. A German explorer in New Guinea, Dr. Rudolf Fock, has just sent a record of a description of a wild bear hunt in the Papuan trumpet language, which is a complete means of communication between these people quite distinct from their ordinary spoken language. It consists entirely of trumpet blasts of different pitch and length.

Other records illustrate the peculiarities of the Papuan spoken language, which has five genders—masculine, feminine, neuter, infantine and imaginary—and different words for walking according to the direction of the compass. On the other hand their numerals are only from one to five. Dr. Exner, the director of the phonograph archives, is collecting records in India, and has recently sent home some of the dialects of the hill tribes which are interesting as possessing about one hundred and fifty separate consonants.

They have some very progressive talking machine dealers in the Emerald Isle. One of the leading stores in Belfast has a large talking machine which is played through twenty-six feet of gun-barrel tubing right into the street.

The trade in talking machines throughout Great Britain is steadily growing, and in Ireland and Wales there seems to be an increasing demand. At outings, concerts and almost every conceivable affair the talking machine figures.

During the recent journey from the States of Frank Dorian, European general manager, and Thomas H. Macdonald, expert and factory manager of the Columbia Phonograph Co., they had as fellow-passenger Mme. Melba. At the concert for the Seaman's Fund Mme. Melba was invited to sing, but as usual with artists of her rank, she declined, but gave a signed photograph of

herself to be sold. It was secured by Mr. Macdonald and was subsequently raffled for the purpose of raising a further sum for the Fund. Although Mr. Macdonald took twenty chances at £1 each on the Melba photograph, which he so generously donated, he did not win it back. He was exceedingly gratified, however, the next day to be invited by Mme. Melba to her private dining room, where she presented him with another photograph of herself signed in his presence. She had been informed of the circumstances, and evidently must have been flattered.

Speaking of the Columbia gentlemen brings to mind that the new factory at Wandsworth is fast approaching completion and they expect to be able to turn out cylinder and disk records early in the autumn. The factory will have a floor area of 50,000 square feet, with plenty of adjoining land for the purpose of expansion.

A rather novel feature has been introduced here by the Nicole Co., who offer to make disk records for amateurs. They offer this at an inclusive fee, that is to say, the amount includes the cost of five copies of the record. If these private records should be suitable for public sale, the Nicole Co. will catalogue them, at the customer's option. If catalogued, the fee will be returned in full. They offer to make all classes of private records.

A capital device is to be found in the stock rooms of Barnett Samuels & Sons, Ltd., which they utilize to prevent shortage in filling orders. They have a number of cardboard boxes holding exactly one, two and three dozen records. The records are sent to the packers in these, and by comparison with the order it can be seen at a glance if the order is complete.

The editor of the News, our very interesting local publication, makes a very good suggestion, as follows: "It is customary for some music dealers to employ a pianist who plays over pieces to customers so that they may 'taste and try before they buy.' We have no wish to disparage the average pianist; in point of fact, the request addressed to visitors in a saloon in the wild and woody West—'Do not fire at the man at the piano, he is doing his best,' always had our sympathy. But we think, all the same, that some dealers would sell more music if they employed a talking machine instead of a piano. We have not seen it tried; we should be glad to hear from anyone who has done so."

\*Traveling commissioners in the service of the Gramophone Co. have returned from a tour in Siam, Japan, Persia, China, Russia and other countries, on the termination of a successful hunt for new "records." The resultant "bag" is varied and weird in the extreme.

"The first item on the programme is a comic song by the leading comedian in Siam," explained a gramophone expert to a little party which assembled at the company's offices yesterday afternoon. Then, having apologized for an ill-fated attempt to pronounce the name of "the Dan Len of Bangkok," the operator fixed the disk and switched on the machine.

Presently the company was listening to a sacred band of musicians playing in a Rangoon temple to an audience of idols. Then the wonderful voice of Sobinoff flooded the room with pure, tender melody.

Who is Sobinoff? To-day he is a common soldier lying in the Russian trenches somewhere north, with a rifle at his shoulder. But a month ago he was pouring this same passionate song—a Russian war song—into the ears of St. Petersburg society. Sobinoff is the greatest tenor in the Czar's dominions. He is, besides, a Revueist, and when his turn came he went willingly to Manchuria.

In Port Arthur and Mukden—in every Russian hospital at the front—Sobinoff's comrades, as they lie on their weary couches, listen to the inspiring song that delighted yesterday's audience.

"Sobinoff received £2,000 for singing to our representative," again interjected the matter-of-fact operator. He further explained that 12,000 talking machine records and hundreds of machines have been sent out to the Japanese and Russian hospitals in war-swept Manchuria.

"The Japanese wounded," he added, "love to hear the next piece, and dream of home and conquest."

And the magic-working machine began to emit a slow, measured, and rather mournful tune, in which brazen instruments droned and drums thundered. It was the Japanese national anthem, performed by a skilful hand of Geishas in Tokio.

A violent and vigorous war song by the Mikado's leading tenor was not quite so much appreciated by his London audience.

"It sounds as if he were having high words with female relatives," was the appropriate simile of a listener.

#### PREACHING FUNERAL SERMONS.

The preaching of funeral sermons through the talking machine is now becoming an established custom in all parts of the country. It is now the fashion for these gentlemen who wish to immortalize themselves to say their final farewells into the talking machine and have the message preserved, and after death heard by relatives and friends.

R. F. Goodsell, of Ashmond, Erie County, O., has taken this step, believing that no one can speak better of him than himself. With this idea he wrote an address which contains his views upon many topics, as well as a final message to his friends, and is now ready for the final call whenever it may come.

This seems to be robbing death of much of its horrors. Anyway, it is becoming the fashion, and it is hard to offset that.

#### PRIESTS AND TALKING MACHINES.

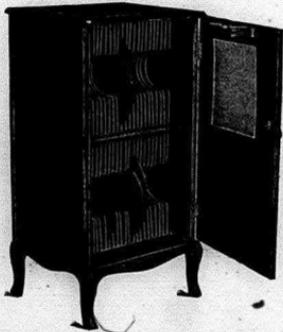
It will be of interest to many who are taking up the serious study of plain chant to learn that the services of the talking machines have been enlisted in order to disseminate the correct method of rendering the chant, says The Tablet. No doubt it will be found a very useful ally, especially by those priests and choirmasters who are working up their train choirs in the use of the chant, but has no means of studying its rendering in any of the great schools of its exponents.

Will Conveniently Hold All Sizes  
of Records

DISK  
AND  
CYLINDER  
RECORD CABINETS

Write for Booklets and Prices.  
They will interest you.

THE UDELL WORKS  
Indianapolis Indiana



**THE TALKING MACHINE A COMFORT.**

How It Brings Joy to Those Far Away from the Fatherland—Who Dare Question Its Influence for Good?

According to a small paper published by a Worcester, Mass., church, an architect, following his profession in Jamaica, W. I., writes as follows: "Eight hands around—forward and back—right and left; these are the sounds to-night, for one of the painters who arrived to-day brought a large talking machine with him, and the men are all gathered in a room, directly over me, to enjoy it. A record has just been started, playing 'Miss McLeod's Reel,' and instantly they formed a set. One is calling off. It is a rollicking dance. I can tell you, and the shuffling of feet on the tile floor, the shouts of laughter, the shrill sound of the piccolo playing the air, form a care-free combination I am glad to hear. Tired muscles, lazy negroes, longings for home are forgotten by the men. They are happy to-night.

"Now it is 'Good Old Summer Time,' and they are singing with the machine. Some of them have very good voices. Every one knows that old melody, and sings it with a will. Ah! here is one that brings me to my feet, I can hear them rising, too, 'The Star-Spangled Banner.' God bless it. Who says we are 1,500 miles from home? Not while that air is ringing in our ears. There it comes, I expected it: One of our carpenters has a beautiful high tenor; he is singing clear and sweet; his voice rings out; now every one is singing with him; and as the last note dies away, some one calls for 'three cheers for it, boys, it's ours.' Do they give them? Well!

"And now, is it accident or fate that selects the next tune, 'Lead, Kindly Light.' Twice it is played and then they sing it, softly and reverently.

"The night is dark and I am far from home, Lead Thou me on."

"Rough, profane, coarse—men may be all of these, but that old hymn, the comfort of so many, will touch a tender responsive chord. No laugh-

ter nor jest in this. And then as though to relieve the serious side—a bit away—they all join in 'Bill Bailey.' There goes a rattling Sousa two-step, and again the tiles echo dancing feet. Bless the fellow who brought that talking machine."

**GREGORY'S TRIBUTE TO THE TALKER**

Found Them Wherever He Visited and an Influence for Good.

(Special to The Talking Machine World.)  
Chicago, Ill., June 13, 1905.

Robert B. Gregory, vice-president of Lyon & Healy, has been much interviewed since his return from Europe, where he had been traveling for four months accompanied by his wife and daughter. The party went first to Spain and from there to Naples, Alexandria and Cairo. The trip was entirely for pleasure, but nevertheless a gentleman of Mr. Gregory's keen perceptions could not overlook certain trade developments in every section visited.

One thing that particularly impressed him was that no matter where he journeyed or how far away from civilization he found Victor talking machines—even up the Nile as far as the Assouan Dam. In Smyrna he found a store making a specialty of Victor talking machines, which were purchased in London, while in other far away spots he found abundant evidence of the helpful influence of the talking machine in bringing nations closer together and disseminating a love for music and literature.

**EDISON'S INTERESTING THEORY**

As to the Reasons for the Early Death of Popular Music.

In a recent interview Thomas A. Edison, in talking of the reasons for the early death of popular music, had the following to say: "In working on the perfection of the phonograph, I

incidentally discovered a strange thing—the reason why the popular air dies out so soon, and cannot be revived in public favor. I got out a nice waltz, one which I like exceedingly myself, from among the records and said: 'Now, we will use this for the experiments.' You may not understand that in order to get the finest shades of alteration it is necessary in experiments always to have the same piece of music, for by hearing the same thing often the ear is trained to a wonderful degree of delicacy. We played that waltz all day long. The second day it began to pall on us a little. At the end of the fourth day the men began to get dreadfully irritated; at the end of the week they could not stay in the room. I firmly believe that it is this question of reiteration which makes it possible for you to hear Beethoven and Wagner over and over again without getting tired. The music of these great composers is so complicated that it does not weary the nerve centers, while the simple melody, however tuneful, at last induces dislike and disgust."

**BETTINI CO. INCORPORATED.**

Among the incorporations filed with the secretary of the State of New York on June 12, was that of the Bettini Phonograph Co., Ltd., of New York, for the purpose of manufacturing talking machines, records, etc. Capital, \$20,000. Incorporators: Fred G. Loeffler, Union, N. J.; B. Guy Warner, Brooklyn; Sol. Lazarus, New York.

**COMPETITION AT THE FERRY HOUSES.**

The talking machines in the ferry houses have in the past amused many waiting passengers, but now they are put to a use which never fails to bring a smile to the countenance of even the most gloomy. In a certain waiting room two of these instruments are placed back to back. A cent is dropped in each at the same time, both start together, and the notes of "Under the Old Apple Tree" and "My Pal" vie with each other in trying to make themselves distinguishable.

**100,000 RECORDS ALWAYS IN STOCK**

<p><b>JOBBERS</b></p> <p><b>EDISON</b></p> <p>PHONOGRAPHS RECORDS, ETC.</p> <p>GENERAL SUPPLIES FOR CYLINDER MACHINES</p>	<p><b>Douglas Phonograph Company</b></p> <p>MANUFACTURERS "PERFECTION" SUPPLIES, ETC.</p> <p>RETAIL WHOLESALE—EXPORT</p> <p>Salesroom, 89 Chambers Street Cable Address, Doughphone, N. Y.</p> <p>Largest Exclusive Talking Machine Jobbers in the World.</p> <p>New York</p>	<p><b>DISTRIBUTORS</b></p> <p><b>VICTOR</b></p> <p>TALKING MACHINES RECORDS, ETC.</p> <p>GENERAL SUPPLIES FOR DISC MACHINES</p>
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**The Douglas Scratchless Needle for Disc Records**

Has created a sensation.—An original idea and welcome improvement for Disc machines.

Will play 100 or more disc records without changing needle.  
Does away with the scratch which often spoils the effect of a finely recorded selection.  
Improves the tone and brings out the most delicate effects.  
Does away with all blasting.  
Will not tear or wear out records: A most desirable feature to owners of high-priced records.  
Retail at 25 cents each. Regular discount to dealers and jobbers.



Cut enlarged four times.

**Our Perfection Needle**

The only Loud Tone Needle made. For Large Rooms, Halls and Exhibition purposes. Will not wear records as much as sharp needles. Worn out records brought back to service by using the Perfection. Try it.

**Our Excelsior Needle**

The best Medium-Tone Needle. Manufactured of high-grade carbon steel. Highly polished. Will not rust in any climate.

We have ready for delivery the largest and most complete line of Record Cabinets ever shown. Over 40 styles for both Cylinder and Disc Records. Send for catalogue, ready July 1st. Our new Price-List of Parts and Supplies for all Talking Machines will interest you. Send postal card at once and have your name placed on our mailing list. We have on hand and in preparation many articles you should be posted on.

## TIMELY TALKS ON TIMELY TOPICS.

Notwithstanding the approach of the dunes which many believe is now here in full force, the manufacturing companies and progressive jobbing houses, with goods the trade needs, continue to transact a business beyond all precedent. In fact, not a few firms in this class state that trade, as compared with last year's record at the same time, is marvelous and continues to be heavy. The volume of business for the fall is expected to be tremendous, and every preparation is being made in the enlargement of plants and increase of facilities to meet this anticipated demand.

One of the leading daily papers within the past ten days, published conspicuously this "special cable despatch" from Paris, France: "A Parisian inventor will soon put on the market talking postal cards. You introduce a card into an apparatus of the nature of a phonograph, talk a message and despatch the card as a postal. There is a similar apparatus at the other end, and when the card is introduced it gives the message in a massitized reproduction. Talking postals will hold just three times the quantity of words that can be written on one." The daily press is never expected to be either exact or accurate in their knowledge of technical matters or progressive inventions. What they do not know about such things would fill several bulky volumes. The above "cable" is only another and fresh instance of their ridiculous ignorance in matters of this kind. The so-called phono-record postals are of German origin, have been well known in all European countries for upward of a year, and in the United States are familiar articles of novelty for at least six months—perhaps longer. The World's advertising pages have contained a full description and illustration of these miniature celluloid cards for several months, and immense quantities have been sold.

A novel theory is being advanced by a gentleman of some recent prominence in the trade, that in a scientific sense there exists a code of musical waves fixed and rigid. He holds that by a method, which he only suggests rather than reduces to a practical basis, these tones of sound waves are capable of being utilized in connection with sound reproduction in talking machine records direct, thereby superseding either the ordinary vocal or instrumental recording process. In other words, this means of record making is to be accomplished the same as a composer composes

his musical inspirations to paper by the standard staff notations. This being established, according to the argument advanced by this original thinker, the services of the intermediary artist, or orchestra, etc., will be superfluous, and consequently music of any kind so reproduced cannot be protected under the law. The idea is flimsy and hazy, and smacks strongly of sophistry, which the poorly informed or one jumping to quick conclusions might accept as a new discovery. Plainly speaking the party dispensing such thoughts has evidently forgotten to close his "hot air valve."

Many complaints are heard that the manner in which department stores are rated by manufacturers is an injustice to the regular and legitimate jobber. Because the former may buy in quantities to come within the jobbing rate, still they are retailers only, and never pretend to sell to other dealers, consequently both what may be termed the recognized jobber and dealer are placed at a disadvantage in selling. As it now stands the department store is averred to have 10 per cent. advantage of the dealer, and is placed on an equality with the jobber at the same time. Legitimate jobbers and dealers are eagerly discussing this phase of the business, which they state is eating into their trade at a rapid rate, and therefore their only salvation is a combination among themselves in the form of co-operative stores. Several such have been organized and more are being considered.

There is evidently not much attention being given the good accomplished by effective organization. Let alone direct advantages in trade matters, there is, too, much to be learned by the open minded business man from conferences with those engaged in similar pursuits. The interchange of experience and opinion, the description of methods which have been found advantageous, the frank acknowledgment even of difficulties which are encountered, are all suggestive, instructive and stimulating to those who are studying the tendencies of talking machine trade and are on the lookout for desirable modifications of plan or method in connection with the prosecution of business. The members of any live association, who are at all open to suggestion or influence of this character, agree with substantial unanimity as to the advantage of this contact with their associates which they are thus permit-

ted to enjoy. Nowhere is this more needed than in the talking machine business to-day.

Dr. Emile Javal, an eminent French oculist, who lost his sight suddenly at the age of sixtynine, has written an extraordinary book in which he aims to direct the blind as to how they can best occupy their time. He especially recommends the talking machine as being invaluable to the blind man engaged in the business of literature, and he advises dictating his correspondence into it and even sending by mail the records thus made. Dr. Javal is honorary director of the Ophthalmic Laboratory of the Ecole des Hautes Etudes, and a member of the French Academy of Medicine. He has not been able to keep up much of his scientific work since he lost his sight, but has devoted most of his time to a study of blindness, with a view to making the blind as free as possible from dependence upon others.

We have always maintained that the talking machine was a mental stimulator, and it is proven by the following, which we clip from a Hagerstown (Ind.) paper: "Alonzo Helfershey, the well-known house painter and decorator, was sitting in his car on a party one week ago, and he gazed upon the rhymic form of his talking machine, for which he has 1,017 records; he toyed meantime with a bit of silk that flowed from his tie. He thought to himself, if I stay that jarring, that brassiness that once in a while scrapes the poetry out of 'Under the Disguiser Hush,' I will do well, and in that creative moment there came the inspiration. So he arose, sent 61 good dollars down the line to some Washington attorneys, and was soon the happy owner of a bit of paper that stated that the United States Government had registered his idea and would defend it against armies from Halifax to the Philippines. That's not much, said Mr. Helfershey, until the other day the Edison people offered him \$2,000 for the contrivance, and the Columbia \$2,500." The latter companies are yet to be heard from.

The suggestion, if matured, may be in the April issue of The World, namely, "that thin metal disks be used in matters of commercial and private correspondence," would fill a long file in that line. The many advantages this system would have over the common typewritten letter of to-day will mark this as one of the greatest steps in the talking machine world. Not only will communications be repeated accurately, but all the strenuous and delicate inclinations of the original speaker will be retained, thereby doing away with all the misunderstandings which arise through the fault or inability of the stenographer to lay stress on the ideas accentuated in the dictation. In regard to filing away such disks as one may wish to retain for future reference, they would be superior to typewritten letters for compactness and durability, as letters are easily torn or made illegible by handling. Besides these many advantages the cost in the end would be far less, as it would not only lessen the staff of stenographers, but the disks themselves could, with little trouble, be cleaned and used over.

Before long the talking machine's usefulness to the medical profession also bids fair to overtop its desirability in hospitals as simply a quieter of nerves. Among that profession to-day a rather crude method is in vogue of recording normal and abnormal action of the human heart; an instrument called the sphygmograph is used, at tached to the wrist; this records the action of the heart by transferring to a smoked ribbon on the waves of the pulse. Now the pulse at best is an irregular glide, influenced by sleep, eating, exercise, etc., and so a record must be taken only at certain times. The physician in listening to the heart uses an instrument called the stethoscope. This reproduces the heart sounds themselves and can be used at any time. The objection is that it is only a temporary record and not a permanent one. The latter is most desirable, as by comparing sound records a doctor would then be able to ascertain more accurately whether or not his medicine was helping the patient. Now, could a Bowles stethoscope (the common instru-

## THE SOFTERTONE ATTACHMENTS AND NEEDLES

FOR VICTOR EXHIBITION AND CONCERT, COLUMBIA, AND ZONOPHONE SOUND BOXES.

The SOFTERTONE ATTACHMENT is an invention to hold a special needle known as the SOFTERTONE. The purpose of this needle is to reduce the over-tone in the reproduction of Records.

SOFTERTONE NEEDLES are particularly well adapted for use in homes and small apartments where the full volume of tone is not desirable.

SOFTERTONE NEEDLES reduce the volume but bring out every detail and shade of tone in the Record.

### PLAYS SIX RECORDS

SOFTERTONE NEEDLES may be played on the same or different Records at least six times without injury to the Record—in fact, a Record will last three times as long when a Softertone Needle is used.

**IMPORTANT: When ordering mention Name and Style of your Sound Box**

The attachment for the Victor Exhibition fits the Columbia and Zonophone Sound Boxes. Price, Softertone Needles, in packages of 200, 25 cents. Price, Softertone Attachments, each 25 cents. Dealers' discount same as on machines.

FOR SALE BY

## LYON & HEALY CHICAGO



ment would not transmit sound loud enough to be recorded by a talking machine) be attached by a single rubber tube to a specially delicate and sensitive recorder, there seems to be no obstacle in the way of adding this new improvement (or what might be termed "the phono stethoscope") to their profession.

The value of using the talking machine in scientific researches has long been recognized by the Natural History Museum of New York City. Scarcely an expedition sets out wherein the talking machine is not an important factor. All the songs, music and languages of the tribes and people of both hemispheres are brought back and kept for reference, on records made at the time. In fact, as Mr. Smyth, of the above museum, said when interviewed by *The World*: "The inestimable value of the talking machine to explorers and this institution cannot be realized or appreciated by the public in general."

In the reporting of congressional speeches today the commercial talking machine is used in the following manner: The stenographer stands directly under the speaker, taking his speech down word for word as it is delivered, for a space of about ten minutes, when he is followed by a fresh man, who carries on his notes where the other left off. The first then goes into a side room and dictates from his stenographic notes into a commercial talking machine, from which it is again taken and typewritten. This is repeated until the speech, or series of speeches, is finished. The ribbon record, if perfected, however, would simplify matters, as the speech could then be taken directly by the machine, thereby doing away with the great expense of the relay stenographic system. Up to that time, however, the impossibility of recording long speeches, documents, letters, etc., without changing records, will be one of the greatest drawbacks to the talking machine in the commercial world.

The talking machine is being used in many unique ways for advertising. A cigar man, with a quick eye for means of increasing trade, recently made clever use of the half-breed Indian in connection with his talking machine. Standing the image near his window he inserted a rubber tube up through the figure to the head (which was hollow) connecting it to a small horn fastened to the inside of the mouth. The other end was then attached to a machine which was operated in the store by his young son, but out of sight beneath the counter. The effect at first of passing and being addressed by a wooden image was startling, and collected a crowd, who promptly paid homage to this man's genius in a way he most appreciated.

What an infinite relief the new system of the talking machine letter will be to the bashful lover. He now will be able to put just as much fervor and adoration into his words as he has in those done behind barred doors, without running the risk of a breakdown before his "heart's desire," and thereby forging her (if he happens to be rich) into the unbridled position of popping the question.

Of all the luxuries and comforts supplied by the Y. M. C. A. to the Japanese in the field that which has been most in demand has been the talking machine.

#### FOREIGN AND DOMESTIC CATALOGUES.

Owing to the changes that have taken place in the disk machines, Barnett, Samuel & Sons, Ltd., 32-36 Worship street, London, E. C., Eng., announce they have found it necessary to bring out a summer edition of their talking machine catalogue, which is complete in every department. Prefatorily they state: "We are aware that in producing a list of phonographic goods at this time of year, we are departing from the established custom of other wholesale houses. This step has, however, been rendered necessary by the many changes which have taken place in talking machines since the publication of our last cata-

## A WELL EQUIPPED TALKING MACHINE ESTABLISHMENT.



In no line of business in this country, perhaps, are there better appointed establishments or more modernly equipped than those devoted to talking machines and accessories. Take, for instance, the new storeroom recently occupied by the Theo. F. Bentel Co., in Pifitsburg, Pa. The interior view which we present herewith affords an excellent idea of its completeness. The length of the retail department, as shown in the photograph, is 90 x 16 feet, with a 15-foot ceiling. In this department they have wall space sufficient and are now showing 28,800 Edison gold-milled records on one side, and on the other 35,500 Victor, Zonophone and American disk records in the 10-inch and 12-inch size only. The disk side is fitted up with wire racks made to order especially by the Syracuse Wire Works to meet Mr. Bentel's own ideas and requirements.

The second floor is devoted entirely to the catalogue in November, 1904." The publication is 32 pages and cover, and these full of machines, accessories and sundries are adequately illustrated and described.

Copies of the spring "Catalogue and Price List of Odeon Disk Talking Machines and Supplies," as well as two supplementary weekly lists of "Odeon Double Sided Records" have been received from the International Talking Machine Co., m. h. Berlin, New-Wiesense, Leder-Strasse 22-23. The former makes an interesting presentation of their standard goods and specialties, some quite novel to the American trade. The record catalogues contain quite an extensive repertoire in English, French, Dutch, Bohemian, Polish, Flemish, German, Hungarian, Turkish, Austrian, Greek and Hebrew, many rendered by famous artists and musical organizations in these respective languages.

wholesale department, and covers a space of 30 x 90 feet. The third and fourth floors are the same size. All this space is devoted entirely to wholesale.

The departments throughout are lighted with the latest electric appliances, while elevators connect all floors. At the rear of the building they have a large area-way or court, permitting freight and express wagons to drive in and load or unload from the elevators. In this way they are able to make all shipments with that despatch which has distinguished their nine years in the talking machine business.

The Bentel Co.'s larger facilities and improved methods have already resulted in a marked and healthy increase in their trade, and this it is demonstrated afresh that any investment made in improving one's establishment, rendering it more attractive, pays a good interest.

The cover of the new record catalogue issued by the Universal Talking Machine Co., 28 Warren street, New York, is a fac-simile reproduction of a disk record as to shape and color, and is therefore strikingly unique and original. Their machine catalogue, also entirely new in conception and execution, also showed each machine in their colorings and finishes, true in every detail.

#### COMMISSIONER BILL HONORED.

Edward Lyman Bill, treasurer of the New York World's Fair Commission, has received a notice from President David R. Francis, under date of June 1, that by direction of the Louisiana Purchase Exposition Co., a commemorative diploma and a commemorative medal was conferred upon Commissioner Bill in special recognition of his active interest and efficient co-operation in the Universal Exposition of 1904.

### 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.

Foreign Subscriptions One Dollar per year.

Name \_\_\_\_\_

Street Address \_\_\_\_\_

Town \_\_\_\_\_

Date \_\_\_\_\_

State \_\_\_\_\_

## COLUMBIA MEN ORGANIZE

Enjoy a Pleasant Dinner and Friendly Chat With the Result That Monthly Reunions Will be Held—A Suggestion Worth Following by the Trade at Large.

(Special to The Talking Machine World.)

Chicago, Ill., June 16, 1905.

One of the features that has always distinguished the Chicago branch of the service of the Columbia Phonograph Co., and contributed more than all other influences combined to the success of that office, has been the magnificent esprit du corps shown by the force. This was very pleasantly emphasized recently at a social and business meeting of the local sub-managers and department managers of the office, which was held recently at the Tip Top Inn in the Pullman building. Covers were laid for thirty-two, including the wives of many of the department and sub-managers, and the gathering partook rather of the nature of a family reunion than a business men's supper. After the repast a purely informal discussion was inaugurated by Manager J. H. Dorian, designed to bring out criticisms of local methods and conditions, and suggestions for the betterment of the Chicago end of the service, with the result that the meeting has already paid for itself many times over in improved service and an increased alertness and co-operation in the company's interest. Formal speeches were taboored, but many helpful suggestions were made (and recorded for attention) by almost every employe present. Among these especially valuable criticisms and suggestions were secured from Assistant Manager Wilson, Retail Manager Devine, Installment Manager Cass, and Sub-Managers Parker, Denison and Remjensneider.

Arrangements have been made by the Chicago management to hold these meetings monthly, and so much benefit has been obtained through the first meeting that there can be no doubt the movement as a whole will be beneficial to this particular branch of the service. One result of the meeting is the contemplated formation of a Columbia Phonograph Co. Club, on the general lines of the organization existing in the great Mail Order House of Sears, Roebuck & Co., this club to include all of the employes of the Chicago office and its branches, and to have for its object the development of company interests and the elimination, through united effort, as far as possible, of every element that interferes with

the proper development of this particular part of the service. In other words, the Chicago force has decided, collectively and individually, that its connection is one to be proud of and to make the most of; and the new organization will bend every energy to that end. It has been suggested that an organization of this kind, of a national or even international character would be in the interest of harmony and growth.

At the June meeting permanent organization will be effected and officers elected.

## THE TALKING MACHINE IN CHINA.

Almost a Riot When It Wouldn't Work in One Up-Country Village.

"Those who have reviled the talking machine," said Henry M. Blackwell, a famous engineer, "would have been properly rebuked if they witnessed a scene that attested its popularity with the heathen Chinese.

"Three years ago I was with a small company of surveyors who were laying out the line of the railroad between Hankow and Canton, and one day found us at Chusha-how, a small but populous village. A talking machine happened to be a part of our equipment, as it had proved more efficient in placating the eccentrics than a squad of soldiers.

"Though our party had taken a long jump into Chusha-how, it became plainly evident that news travels from mouth to mouth as quickly as by telegraph, for a crowd of several hundred chattering Chinamen gathered outside of our quarters and awaited a concert. They didn't make any request; they simply waited for what they considered their rights.

"One of our military escorts told us what his compatriots wanted, and when we unveiled the talking machine with great ceremony it received more reverence than an ancestor's tomb. But the machine kicked and refused to play. Whereupon we informed our self-invited guests, through the interpreter, that the entertainment was off.

"Muttering arose from the crowd and a spokesman addressed the interpreter, declaring that there had been unfair discrimination and that if their sovereign rights were withheld, they would 'get long.' When the title file of soldiers attempted to disperse them the uproar became deafening and the engineers rushed out to find an incipient Boxer outbreak.

"Several coolies made a hostile move toward

the house, probably to take the machine apart and extract the foreign songs from it. The Chinese soldiers kept their heads, strange to say, and when the ebullition of Chinese curiosity began to evaporate, they dispersed the rioters and hauled off several ringleaders to the lockup.

"No prima donna ever got the tribute paid to that weatherbeaten talking machine. We sat up half the night tinkering around the mechanism until it rasped off the records of 'coon' songs and comic opera trifles.

"The next morning a larger crowd was present at the concert and departed grateful, awe-struck and satisfied. This musical event was unattended, however, by three of the riot leaders, they being detained in the calaboose, as the magistrate had sentenced them to be suspended by the wrists for forty-eight hours. Every innovation is bound to have its martyrs."

## HOW \$50,000 WERE MADE.

Johnston & Co. Tell the Story of a "Gold Strike" in the Talking Machine Business.

Johnston & Co., of Toronto, have organized a company to provide additional capital for their talking machine business, and in this connection have issued a prospectus which contains a great deal of interesting and instructive news. Space will not permit us to go into the matter at great length, but some opening sentences are worthy of reproduction, showing the possibilities of the talking machine business. Mr. Johnston says: "I have made about \$50,000 and a good living besides, in the last seven years. At the beginning of May, 1898, I went into the mail order business without experience and with a capital of \$50. At the end of one month I was making money, and have kept on going so ever since.

"A year ago last October I added talking machines to my other lines and this has turned out the best thing I ever touched. For the last quarter of 1903 my cash receipts in talking machines alone were \$14,142.8. For the last quarter of 1904 they amounted to no less than \$17,833.75. For the first quarter of 1905 the cash receipts totaled \$10,559.50, and for the first quarter of 1905, \$23,175.92. For the six months, October, 1903, to March, 1904, receipts totaled \$14,743.78. For the six months, October, 1904, to March, 1905, receipts totaled \$19,951.67, a gain of 178 per cent.

"Here is evidence of astonishing development. I doubt if there is any parallel to be found, except in ventures such as mining, which are largely of a speculative character.

"Then consider that, in one important respect, talking machines differ from any other kind of musical instrument. You may pay \$100 for a piano, and in the course of several years not more than ten or fifteen dollars for music. With the talking machine, on an average, two or three times more is paid for records, in the first year alone, than for the instrument itself. One customer of mine paid \$45 for an instrument eight months ago, and so far has bought records to the amount of \$300. A medical man in this city (a customer of ours), has over 1,100 records, and numerous instances could be cited of people whose collection of records represent an investment of between two and three thousand dollars. What this means to the dealer you can imagine."

## E. D. EASTON RETURNS.

From His European Trip—Business Very Brisk in All Departments.

E. D. Easton, president of the Columbia Phonograph Co., general, who has been in Europe for a month, arrived in New York June 8. His general health has been greatly improved by the trip, and his enthusiasm is placed at a higher notch than ever when talking machine affairs are up for discussion. Many matters of importance to the company awaiting his personal attention will now be brought forward for early action. The business of the Columbia Co. is far ahead of last year, and the heads of both wholesale and retail departments believe the fall trade will exceed anything in the history of the trade.

## WHAT'S WHAT IN SOUND REPRODUCTION

Sound Perfection Realized

VICTOR TRUMPETS (Two Models)

## ADVANTAGES

Clear Reproduction.  
Sweet Reproduction.  
Natural Reproduction.  
Light in Weight.  
Rich in Coloring.  
Durable.  
No Metallic Sound.  
"Get Long."  
Plenty of Vibration.  
Don't Tarnish or Dent.

## WHY

Made of Specially Prepared Fibre, Paper and Wood.  
Bully Hand, Acoustically Correct.  
Color and Finish is Oven-Baked.  
Expert Record Makers use Similar Horns to make Records, so why aren't they Best to Reproduce them.

MAKES REPRODUCTIONS NATURAL.  
HELPS SELL RECORDS.

Concert Trumpet, 27" long, with 23" bell.....\$35.50  
Trumpet, 22" long, with 18" bell.....\$20.00

BOTH MADE IN TWO COLORS, GREEN-RED.

Sets Victor Zonophone-Columbia-Talkophone

WRITE FOR NEW QUOTATIONS.

We think we have the LARGEST STOCK OF VICTOR RECORDS. The "other fellow" won't show us his inventory or we might be sure. But you don't care about that. What INTERESTS you is the way your orders are filled.

If you have been getting about 75 per cent. of what you order, or less, give us a trial order.

VICTOR DISTRIBUTING AND EXPORT CO.

77 CHAMBERS ST., NEW YORK

# New Victor Records for July

Numbers beginning with 4 are in 10-inch size, \$1.00 each; \$10.00 per dozen.  
Numbers beginning with 31 are in 12-inch size, \$1.50 each; \$15.00 per dozen.

Here is the list of the latest *Victor* records:

- Arthur Pryor's Band**  
M. 4348 Second Concerto March ..... Heves  
M. 4349 Peter Piper ..... Henry  
J. 4350 Dixie ..... Verdi  
31380 Artia Selection ..... Leuter  
31390 Festival Overture ..... Leuter  
31391 Ever-Young Suite, No. 1 (opus 49) Part I,  
"Morning" ..... Edward Grieg  
31392 Ever-Young Suite, No. 1 (opus 49) Part II,  
"The Death of Ase" ..... Edward Grieg  
31393 Ever-Young Suite, No. 1 (opus 49) Part III,  
"Antra's Dance" ..... Edward Grieg  
M. 4351 Ever-Young Suite, No. 1 (opus 49) Part IV,  
"In the Hall of the Mountain King" ..... Edward Grieg
- Pryor's Orchestra**  
M. 4319 Moonlight Serenade ..... Moret  
M. 4324 Loveland Waltzes ..... Holzmann  
31397 Tannhauser March and Dance ..... Edwards
- Pryor's Orchestra**  
with Med. warbling by Joseph Belmont.  
M. 4370 The Chippers ..... Frank
- Trombone Solo by Arthur Pryor**  
with orchestra accompaniment.  
M. 4357 The Holy City ..... Adams
- Bell Solo by Chris Chapman**  
with orchestra accompaniment.  
M. 4374 Dance California ..... Gregory
- Violin Solo by Charles D'Almaine**  
with orchestra accompaniment.  
M. 4358 Spring Song ..... Mendelssohn
- Soprano Solo by Miss Ada Jones**  
with orchestra accompaniment.  
M. 4350 Just Across the Bridge of Gold ..... Von Tilzer
- Contralto Solo by Miss Corinne Morgan**  
with orchestra accompaniment.  
31398 Lullaby from Emma ..... Jacobson
- Tenor Solos by Harry Macdonough**  
with orchestra accompaniment.  
M. 4322 Phoebe Makes the Heart Grow Fonder ..... Diller  
M. 4360 Nellie Dean (You're My Heart's Desire,  
I Love You) ..... Armstrong
- Tenor Solo by Byron G. Harlan**  
with orchestra accompaniment.  
31395 The Message of the Old Church Bell,  
Leighton and Romala
- Tenor Solo by Joseph Natus**  
with orchestra accompaniment.  
M. 4361 By-Gone Days in Dixie ..... Shackford
- Tenor Solo by James McCool**  
with orchestra accompaniment.  
M. 4362 The Song Birds are Singing of You ..... Sullivan
- Tenor Solo by Robert E. Lennon**  
with orchestra accompaniment.  
31394 My Wild Irish Boy ..... Otcott
- Bass Solo by Frank C. Stanley**  
with orchestra accompaniment.  
31396 By the Waters of Babylon ..... Howell
- Duet by Stanley and Macdonough**  
with orchestra accompaniment.  
M. 4366 O Morning Land! (Until the day break  
and the shadows flee away) Cant.  
2:17) ..... Phelps
- Duet by Dudley and Macdonough**  
with orchestra accompaniment.  
M. 4352 Farewell, Sweetheart May's ..... Harris
- Duet by Roberts and Murray**  
with orchestra accompaniment.  
M. 4368 I've Got a Little Money and I Saved It  
All for You ..... Silver
- Irish Song by Arthur Collins**  
with orchestra accompaniment.  
M. 4371 My Irish Molly O ..... Schwartz
- Coon Song by Bob Roberts**  
with orchestra accompaniment.  
M. 4364 I Want Some One to Call Me Honey, O'Brien
- Harry Macdonough and Haydn Quartet**  
with orchestra accompaniment.  
M. 4347 Come-Along, Little Girl, Come Along! Muller  
M. 4367 Bonish Land ..... Seebeck
- Billy Murray and Haydn Quartet**  
with orchestra accompaniment.  
M. 4369 Meet Me Down at Lams, Lams
- Comic Duets by Collins and Harlan**  
with orchestra accompaniment.  
M. 4373 Tammany ..... Edwards  
M. 4372 Take a Car ..... Hoss and Snyder
- Choir Record by the Trinity Choir**  
with organ accompaniment.  
M. 4353 Gospel Belts ..... Wesley Martin
- Descriptive Duet by Miss Jones and Mr. Spencer**  
with orchestra accompaniment.  
M. 4363 "Tals" ..... Spencer
- Tragedy Burlesque by Miss Jones and  
Mr. Spencer**  
Incidental music by orchestra.  
M. 4365 Antony and Cleopatra (A Shakespearean  
Travesty) (A very amusing burlesque  
on the famous tragedy of Shakespeare)

## New Red Seal Records

By Famous Artists of the Metropolitan Opera Company.

- M. Pol Piancon, Bass**  
Ten-inch size, \$2.00 each.  
81073 Le Sempie (The Sigh) ..... Benberg  
85076 Le Cor (The Horn) ..... A. Pledger  
In Italian.  
85077 Qui Sogno non accende (Within These  
Sacred Towers) Single Flute ..... Mozart
- Sig. Antonio Scotti, Baritone**  
Ten-inch size, \$2.00 each.  
In Italian.  
81070 Alla vita che l'arride (On the Life Thou  
Now Dost Cherish) Ballo in Mas-  
chera ..... Verdi  
Twelve-inch size, \$2.00 each.  
85071 Prologo—Fiduciosi ..... Leoncavallo  
85072 Romanza (Triste Aprile) ..... E. DeLava
- Francesco Nullo, Tenor**  
with orchestra accompaniment.  
Ten-inch size, \$2.00 each.  
In French.  
81072 Cavatine (Mireille) ..... Gounod  
Twelve-inch size, \$2.00 each.  
In French.  
85075 Ah! Dove t'oh sodol (Star of the Morn-  
ing) M. J. Bonnes et Juliette ..... Gounod
- Giuseppe Campanari, Baritone**  
with orchestra accompaniment.  
Ten-inch size, \$2.00 each.  
In Italian.  
81071 Di Provenza, Traviata ..... Verdi  
Twelve-inch size, \$2.00 each.  
85073 Canzone "del Tardador" (Tardador Song)  
Carnoso ..... Bizet  
85074 Gloria a te ..... Buzza Piccola

Order as many as you choose; but let us give you this pointer: The dealer who has the most complete line is the one who does the most business and makes the most money.

Victor Talking Machine Company,  
Camden, N. J.

## TALKING MACHINES A NECESSITY.

This Is Apparent from the Immense Business Which is Being Transacted in Pittsburg and Locality—A Budget of Trade News Which is of Interest to Readers.

(Special to The Talking Machine World.)

Pittsburg, Pa., June 10, 1905.

The advent of the hot weather seems to have had no appreciable effect upon the talking machine business. A tour of the dealers throughout the city fails to find a single one who is not as busy as a bee. This is as it should be and is a very gratifying and significant fact. It appears as if the talking machine had become a necessity at all seasons of the year.

What better companion could there be than a good machine and complement of records to take away with the tired worker to his vacation haunts? If there is any time when the best music can be enjoyed, it certainly is when one's mind is relieved from all the strain and care of business, as it ought to be when the desk is closed and a vacation trip undertaken.

The Talking Machine Co. is the name of a newcomer in the retail business of Pittsburg. It has opened a very prettily furnished and equipped store at 433 Smithfield street, in the very heart of the business district. The men who are at its head are of a character such as will make the business a success from the start. The store handles only Columbia goods.

The graphophone department of the C. C. Mellor Co. in charge of C. F. Olenhausen, is making a very creditable display of Edison goods. The manager is a progressive and up-to-date man, and his methods of doing business have won for his house a very large and constantly increasing share of the talking machine trade of the city.

Henry P. Keeley, the hustling East End dealer, has just closed his eighth sale for the month of the new B. C. machine which the Columbia Co. have recently put on the market. Mr. Keeley wants it understood that he is selling some other machines and records, too.

The talking machine department recently installed by the Rosenbaum Co. has been placed in charge of Miss Ada Pruden, an experienced saleslady. Miss Pruden reports that her first month's business was very gratifying, both to herself and the house.

Adam G. Collins, a talking machine man well known in Pittsburg trade circles, died in the General Hospital at Erie during the past month from the results of an operation for appendicitis. At the time of his death Mr. Collins was in charge of the talking machine department in the large store of Trask, Prescott and Richardson, of that city.

A well-known society lady of the East End has put her cylinder machine to an odd use. She is the proud possessor of a dog of rare breed. Notwithstanding its pedigree, however, or perhaps, in spite of it, the canine will wander from his fireside. When it comes time for the dog curfew to ring the ingenious lady turns loose a cylinder through the side door on which has been re-

corded a series of dog calls, which are always effective in bringing his dogship to heel, long before the middle of the cylinder is reached. The lady denies that the device has been patented.

Manager W. E. Henry, of the Columbia Co.'s store, reports that his May business has exceeded that of any previous May in the history of the store. He states that although the Pope Leo records had been on sale only a very few days, the demand for them is something unprecedented. A very successful prize contest has just been closed. Four Columbia graphophones, ranging from a type QA to an AY were offered for the best poem of 100 words embodying the merits of the Columbia graphophone. The following poem, written by H. A. Baldwin, general secretary of the Y. M. C. A. of East Liberty, won first prize:

## A PHONOGRAPHIC ROMANCE.

In Greater Pittsburg lived a maid  
Who loved and won, a man, sir;  
In doing so, she asked the aid  
Of all her kind and clan.

The Graphophone, they all did say,  
"Will do the business surely;  
I bought a new Columbia,  
I depended on it purely."

She made it talk and sigh and sing,  
In love and Cupid's sporting;  
And it copy everything,  
He said when he came courting.

And when he almost failed to put  
The question that would win her;  
She let him have about a foot  
Of his own talk—the slinger.

## TRADE NEWS FROM BOSTON.

The Boston Musical Instrument House succeeds to the Business of the Talking Machine Exchange—A Big Deal With the Columbia Phonograph Co.—Trade Particularly Good—Victor Trumpet Horn Featured by Ditson Co.

(Special to The Talking Machine World.)

Boston, Mass., June 9, 1905.

Extension and progress has been the watchword with J. H. Ormsby ever since he started in his present place of business as the Boston Talking Machine Exchange on Summer street. So fast has been the progress and so greatly has the business extended that it has been found desirable to change the name of the corporation to one more inclusive. As a result the corporation name has been changed to the Boston Musical Instrument House. In line with this advance, the company has secured the agency for Bauer & Co.'s fine line of mandolins and guitars and the S. S. Stewart banjos. A contract has just been entered into with the Columbia Phonograph Co. by which the Boston Musical Instrument House will handle the Columbia instruments exclusively in Boston, Providence, Pawtucket, Holyoke and Burlington, Vt., in the newspaper advertising system. This contract will greatly increase the business of the house, which already does a phenomenal mail order business.

The corporation, in view of the capital required because of the new Columbia contract, has decided to issue common stock, and 50,000 shares, par value \$1, with guaranteed 6 per cent. dividends, are now being sold to customers, who recognize the good business investment it is.

Trade among the talking machine dealers of Boston has been particularly good for some months. The mail order business is proving to be a big factor with the local men, and this branch of the business is being rapidly developed. The advantages offered by a talking machine in a home in the country have come to be realized by the farmer and village dweller, with the result that they are steady customers and buy the most popular up-to-date records. The rural free delivery in country places is a great factor in the development of this trade.

At the Oliver Ditson Co. a feature is being made of the new Victor trumpet horn, made of paper mache and dried by artificial means. Two sizes are used, the trumpet and the concert trumpet, and the new horn is distinctly a success, in that the metallic sound, so long the bête noir of manufacturers, is entirely done away with.

Business with the Eastern Talking Machine Co. is especially good.

## Mr. Edison's Guarantee:

From the Laboratory of  
**THOMAS A. EDISON,**  
ORANGE, NEW JERSEY.

"In your efforts to secure a perfect language record for instruction purposes, I am pleased to state that the master phonograph records, approved by authorities and submitted to me, will be reproduced at the laboratory by my Gold Mould Process, which insures an accurate and unchangeable product for any number of duplicates, virtually placing the language in a standard form. Furthermore, these special records will reproduce the human voice in the most perfect and natural manner."

Thomas A. Edison.

## Our New Proposition

to the Edison Trade:

"Guaranteed pronunciation" is the latest thing. The leading linguists pronounced the masters perfect and Mr. Edison made the gold moulds to standardize the languages. To make it easy to sell and demonstrate I. C. S. language outfits, we offer the trade a free sample record containing extracts from four foreign tongues, French, German, Spanish and English. One record demonstrates all, saves time and proves the perfection of Edison apparatus. Do not delay in making the request; we make you our representative and supply all literature and advice.

## MAIL THIS TO-DAY

Not Good After August 1, 1905.

I. C. S. Language Dept.,  
Scranton, Pa.

Please send me the sample record  
four languages free of any expense to  
me. I am an Edison dealer in good  
standing.

Name .....

Address .....

## C. A. RAY

Louisville, Ky.

Edison Phonographs  
Records and Supplies

WHOLESALE ONLY

I believe I am the only exclusive Wholesaler of Edison Products in America. I solicit your business, no matter where you are located, and a trial order will prove that it will pay you to do business with me. The Ray Concerto Lincolnton Horn is the only Perfect Horn. Send for sample horn at special price. If it is not the very best you ever used return at my expense.

C. A. RAY, Louisville, Ky.



EDWARD LYMAN BILL, Editor and Proprietor.

J. B. SPILLANE, Managing Editor.

Trade Representative: GEO. B. KELLER.

Boston Office: EMERY L. WAITE, 255 Washington St.  
 Chicago Office: E. F. VAN HALLINGER, 30 La Salle St.  
 Philadelphia Office: Minneapolis and St. Paul:  
 R. W. KAUFFMAN. E. C. TURLEY.  
 St. Louis Office: San Francisco Office:  
 CHAS. N. VAN BUREN. ALFRED METZGER, 425-427 Front St.

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 ADVERTISEMENTS, \$2.00 per inch, single column, per insertion. On quarterly or yearly contracts a special discount is allowed. Advertising Pages, \$50.00; opposite reading matter, \$75.00.  
 REMITTANCES, in other than currency form, should be made payable to Edward Lyman Bill.

Long Distance Telephone—Number 1745 Gramercy.

NEW YORK, JUNE 15, 1925.

DEALERS should understand that while business is usually dull through the summer, if the talking machine be properly exploited, it can be made the means to materially assist trade activity. The entertainment features of the talking machines should be exploited fully. For social gatherings, outings, yachting cruises, lawn parties, and the thousand and one occasions where happiness is sought, the talking machine may play an important factor in entertaining and fascinating.

AS we have urged in former issues, great care should be exercised in regulating the speed of the various instruments. Dealers can not take this suggestion too seriously, for people may be easily turned away from talking machine establishments through listening to raspy, squeaking machines, a condition caused wholly by the lack of attention paid to speed regulating and other details when displaying them.

A NUMBER of clever little programs have been sent in to The World from various subscribers showing how some dealers are getting up attractive concerts in their respective localities. This is certainly one of the most interesting ways to augment interest and cultivate friends. One dealer said that he has traced a great many sales direct to his concert work. He gets up a neat little program containing the names of some of the celebrated vocalists of the world who will sing that night. The cards are attractively gotten up, and many people attend the concerts, attracted largely through curiosity, and in many cases curiosity reaches a point of intense interest, which culminates in a purchase, so that a direct pecuniary result is the outcome of the investment.

JUDGING from the reports which have reached us the field for talking machine exploitation is rapidly developing. Dealers who have gone into the handling of talking machines in a careful and progressive manner have been more than gratified with the results. Our observation teaches us that there has been astonishing developments, no parallel for which may be found in any other special lines of manufacture. When

the sale of the machine is concluded the profit does not cease there, because there is frequently paid on the average more for records even the first year than is paid for the instrument itself. One dealer states that a customer who paid fifty dollars for an instrument purchased less than nine months ago has bought records to the extent of \$275. The machines pay a fair profit, and do not take a large capital to start in the business, so many young men are afforded an opportunity to engage in the talking machine business who have not sufficient capital to embark in some of the larger enterprises.

THIS talking machine will be an entering wedge to many a distinguished business career, for gradually with the talking machine other attractions will creep in until the end will be a fully equipped store with novelties of all kinds. We know of large concerns who have been for many years engaged in the music business whose sales last year amounted to more in dollars in talking machines than in pianos and all musical accessories combined. There is no reason to fear the future of the talking machine business, but there must be a certain progressiveness exercised in its conduct which is accessory to achieve success in any business career.

A SUBSCRIBER asks The World to recommend a machine of a particular make, and closes by asking the question, "Which one do you consider the best?" We most frankly decline to answer any such a question. We are not engaged in grading the machines, and this paper could not go on record as supporting any particular make of instrument to the disadvantage of any of the others. Our reply in this case, and in all other cases, has been to our subscribers to use their own intelligence and judgment in the selection of machines, and place confidence in the statement made by a reputable dealer. This paper has no interest in the product of any concern, but is simply a medium for the distribution of useful, interesting information, and it cannot be used for the exploitation of one product against the exclusion of another, and as the World reaches to-day a goodly number of the users of talking machines, we wish this principle thoroughly understood—that we propose to take no sides in any trade controversy. No paper can afford to which exercises that healthy degree of independence which should be inseparably associated with correct journalism.

WE notice that a good many people handling talking machines to-day are interested in the bicycle business. They certainly must feel discouraged with the treatment which they have received at the hands of the American bicycle manufacturers. They simply have permitted the bicycle to lapse into desuetude from which it will be possible to resuscitate it only through the mediumship of forceful and intelligent advertising. The bicycle dealers really have merited better treatment at the hands of the makers who advertise to-day in such a weak manner that the attention of the public is rarely ever called to the announcement, whereas the bicycle as a useful and necessary means of conveyance is still a factor, and could be made, with a fair amount of publicity, considerably more so.

BICYCLE manufacturers, which means practically the trust, have dropped their advertising so that we rarely ever see one of their announcements in the magazines or in the trade

publications; hence the dealers who formerly sold wheels, and who are now selling talking machines, are not slow to express their feelings towards the men who control the bicycle output in this country.

SEE the difference! In England they have kept steadily advertising the wheel, and the demand for it amounts to-day to a veritable boom. The factories are all working overtime, and yet the leading firms find it impossible to meet the demand. The coming of the cheap bicycle revolutionized the market. A year ago bicycle trade was slow, but a manufacturer brought out and advertised in striking fashion a new first-class machine for forty dollars. His rivals followed suit. That was in the town of Coventry, and to-day they are employing over eight thousand men and thousands of women and girls in the manufacture of wheels in that city. It only shows the value of advertising, and in this country, by simply dropping out of the periodicals and trade journals the bicycle manufacturers have dropped practically the entire business and put the lid on. One does not have to look further for a practical lesson of what losses may accrue from the withdrawal of advertising than may be found in the American bicycle situation of to-day.

THE Talking Machine World will have its home in a magnificent booth in the Liberal Arts building at the Lewis and Clark Exposition, where all those who are interested in talking machines are invited to call, and where they will be assured of a hearty welcome. This paper and The Music Trade Review are the only trade journals which are fittingly represented in that Exposition, which so well portrays Western vigor and energy. The Portland Exposition, while not as large as the Chicago or St. Louis fairs, ranks as one of great importance, because it is the largest exposition ever held in the Far West; and to-day its results must be far-reaching in a trade and industrial sense.

BUSINESS in every industry is made to grow and expand by using plenty of good advertising to cultivate new trade. The manufacturers of talking machines and accessories should not overlook the importance of reaching the dealer, because the dealer is the king, after all. He is the means of distribution to the public, and our observation of many years in trade journalistic work teaches us that the dealers can sell almost anything which possesses a reasonable amount of merit, provided they present its virtues intelligently and give them their own endorsement. They are known locally, and what they say goes a long way in convincing a customer. They know how to strengthen their argument in every possible way, and many of them find that it is, not necessary to sacrifice truth in order to gain a sales advantage.

THE talking machine is being used daily in many novel and useful ways. In England it has been in the forefront in lively political campaigns. A gentleman, seeking political office, used the talking machine in addressing open air meetings, and on voting day the candidate secured premises opposite the polling booth, and during the day the voters were being continually urged to vote for Mr. So and So, and at intervals the crowd was entertained with interesting selections.

## IMPORTANCE OF THE NEEDLE.

The Work It Has to Do—Some Pointers Upon Being Needle Wise and Record Foolish.

BY R. L. THOMAS.

It is almost impossible to lay too much stress on the importance of using only the highest grade of points (or needles) on disk records, not only in order to obtain the best results, but to actually save expense. Few realize that in reproducing a single 10-inch record over 400 feet of its hard surface rubs under a needle point less than one-hundredth of an inch in diameter, yet such is the case, and it is a simple "sum" to figure that the needle point does therefore about 400,000 times more work than any like amount of surface on the record.

A needle point which is soft, improperly pointed, or badly polished, wears down quickly, does not fit the sound groove perfectly, and is sure to injure the record by spreading the groove or otherwise destroying some of the finer sound waves.

With high-grade needles at 80 cents per thousand retail, and like record disks at \$1 each, the relative values average over 1,250 to one in favor of the record, and any one who tries to save money by purchasing inferior points (necessarily cheap), is doing far worse than "saving at the spigot." In trying to save five cents a package on needles, one takes great chances of ruining 10,000 to 20,000 times their value in records. Any one capable of thinking should give this heed. Even a dealer cannot afford to sell poor needles to the ultimate destruction of his trade, for a satisfied customer is the very best and strongest of advertisements, but the amount of damage done to trade by a disgruntled one is hard to calculate, especially if he has just cause for complaint.

While the phrase is by no means original with the writer, and is also old in the business, every user of or dealer in disk talking machines should paste in his hat, or in a more conspicuous place,

and should both preach and practice the following doctrine for his own welfare: "Don't be needle wise and record foolish."

## TRADE VERY ACTIVE IN CHICAGO.

Teamsters' Strike no Longer Adverse Factor, Says Goodwin—New Talking Machine Store—Devine Promoted—Clergymen to Hear Pope Leo's Voice—E. C. Plumbe's Big Sales.

(Special to The Talking Machine World.)

Chicago, Ill., June 10, 1905.

Albert Atkinson, superintendent of the factory of the Victor Talking Machine Co., is expected in Chicago this week.

C. E. Goodwin, manager of the talking machine department of Lyon & Healy, reports business as very good indeed, considering the season. The teamsters' strike is no longer an adverse factor, as they are making deliveries promptly, both in the city and to the transportation companies. One of the best selling records of the month of the popular type is "In the Shade of the Old Apple Tree," a quartette selection.

It is reported that Carson, Pirie, Scott & Co. are to add a talking machine department, in charge of Mr. Wyatt, who now buys the photographic supplies.

Zanagar, J. H. Dorian, of the Chicago office of the Columbia Phonograph Co., started down town on his fine saddle horse Decoration Day morning. On Michigan avenue his steel shied at an auto and slipped, throwing the rider over his head. Mr. Dorian's left arm was severely fractured, but he pluckily remounted and drove home, guiding the horse with his right hand. He has been at the office each day since with his arm in a plaster cast. No permanent injury of the member is expected.

Thomas Devine, who has been manager of the retail at the Chicago office of the Columbia Phonograph Co., has been made manager of the sub-office of the Chicago branch at Indianapolis, vice J. H. Harrison, resigned. Mr. Devine is considered one of the coming men by Manager

Dorian. Before coming to Chicago he was in charge of the Kansas City office under Mr. Patten, of St. Louis, and did excellent work for the company at their exhibit at the St. Louis Fair. The Columbia Co.'s new Salt Lake City store will be opened about July 1.

Arrangements are being made by which the Catholic priesthood and members of Catholic societies will have an opportunity to hear the Columbia gold-mounted records of the living voice of the late Pope Leo XIII. in the Benediction and Ave Maria, at a recital to be given some time this month at the company's main warehouses at 88 Wabash avenue. Of course, other records suited to the taste of the audience will be presented.

E. C. Plumbe, manager of the wholesale department of the Columbia's Chicago office, says that the business of his office is a record-breaker, it only having been exceeded once, and that by the London office. Mr. Plumbe owes up to personal sales of \$40,000 in the first twenty days of last month.

## BRIDE TALKS BY PHONOGRAPH.

Ten-Thousand-Mile Greeting—She's in China, but the "Record" Speaks in New Jersey.

A talking machine record has been received from Hankow, China, by the Rev. Frederick B. Carter and Mrs. Carter of Church street, Montclair, N. J. It is from their daughter, Gertrude, who was married recently in Hankow to the Rev. Alfred A. Gilman, of North Platt, Neb. The record is one of remarkable clearness and in it the young woman sends greetings to her family and friends, and relates some of the details of her marriage. Mr. Carter in speaking of it told of the pleasure and satisfaction it afforded them.

"When our daughter spoke to us she was in far-off China, 600 miles from the sea coast and 10,000 miles from Montclair, but as we listened we plainly recognized, not only our Gertrude's voice, but also the little nervous tremor and the joyous intonations so characteristic of brides."



No. 700  
Cylinder Record Cabinet  
Price \$15.00  
Made of Oak, finished dark green. Holds 125 Cylinder Records.



## RECORD CABINETS

We are just placing on the market an entirely new line of *Record Cabinets*. They are of neat design, nicely finished and have large record capacity.



No. 800, Cylinder Record Cabinet, Price \$22.00  
Made of Oak, finished dark green. Holds 250 Cylinder Records.

We allow liberal discounts to Jobbers and Dealers.

Hawthorne & Sheble Mfg. Co.,

Mascher and Oxford Streets,

PHILADELPHIA, PA.

No. 900  
Disc Record Cabinet  
Price \$19.00  
Made of Oak, finished Golden Oak. Holds 100 7 in., 9 in., 10 in., or 12 in. Records. Compartment for Needles, Record Backs, Numbers and Index Card Supplied with each Cabinet.

## A Word With You, Mr. Talking Machine Dealer!

You are anxious to increase your income without doubt, and we presume that you are interested in securing an article that will help make your store attractive and aid you materially in a business way.

Now, we have that article, and you have the store, and the possible outlet, therefore, there is mutual advantage in forming a business connection.

"What is it?" you ask.

It's the Reginaphone, or in other words, a talking machine incorporated in a Regina Music Box.

And that reminds us, you probably could sell some Regina Music Boxes as well as talking machines. The Regina is the acknowledged standard in the music box line.

The Reginaphone is an attractive product. The same power which turns



the discs for a Regina tune sheet is arranged to turn the discs of the talking machine.

It will take any standard talking disc records not exceeding fourteen inches in diameter.

Now, it will not take much figuring on your part to see the advantage of this combination music box and talking machine which occupies exactly the same space as either one alone.

There is not another talking machine on the market made with as good a motor as we put in the Reginaphone. It will run for a longer time and more evenly and naturally give better results than any other talking machine.

Then think what this means as a power of attraction for your store.

You will have something to show out of the ordinary, and it will be not only an attractive feature of your establishment, but a paying one as well, and the paying end of the business is where the emphasis should be placed.

Can we take this matter up with you?

## THE REGINA COMPANY

Main Office and Factory:  
RAHWAY, N. J.

Regina Bldg., New York 259 Wabash Ave., Chicago

## A SALESMAN'S OBSERVATIONS.

The Advance and Expansion of This Business  
—The Aesthetic Influence of the Talking Machine—A Joy in the Home.

Few inventions of the nineteenth century have shown such growth and improvement as the talking machine. Fifteen years ago it was bought by the rich as a curiosity or mere child's toy, but scorned as a necessary addition to the home and more as a strong rival to young "Jack's" noisy drum. The pioneer salesman knew that they had an article which would in time be known and loved in every corner of the globe, but they had, as a whole, a prejudiced people to convince, but by the perseverance of the inventors and manufacturers, the talking machine (reputed as an instrument of torture) stands now second to none, not alone as an entertainer but as an educator of body, mind and soul.

Last my readers think I speak too forcibly in its favor—I will quote some incidents connected with my experience in placing these machines before the public. During my stay in New York I placed many in the slums of the East Side. I remember one family in particular, because of their lack of all that makes life bearable. Walking into the living room I was met by a perfect bedlam of discord. Everything betokened a state of hopeless drudgery. Eight or nine children were here and there, some hanging onto the poor mother whose sad, hollow eyes looked forward to nothing but death to alleviate her suffering. Others fighting and swearing over a dirty, comical sheet of a journal, and all showing a disposition savage and uncouth.

Explaining to her my mission, I urged her, for her children's sake, to consider my proposal. Money was the only drawback, but by placing a machine on the installment basis she was enabled to secure it. Some six weeks later I was called upon to visit them in reference to some repairs made necessary by the baby who, in his earnestness to "mat-mat-mat," had thrown the regulator out of gear. One can scarcely conceive the change wrought in that time. The floor was cleaner, the room more cheerful; the mother came to the door gayly humming the strains of the "Amourcuse"; no more quarreling, no more discord, but an air of homeliness pervaded over all, accompanied only by the cooing of the baby at her breast, as the elder children were off selling papers to pay "De Muzick Man." This change brought about by a little ray of sunshine a mere glimmer of the golden world to which they were after strangers, but enough to fire the ambition for something higher and better, which lay dormant in their breasts.

The educated and rich also greet the talking machine with open arms. One woman evidently of means came to me one afternoon—she was looking for an added attraction for her already beautiful home. Her reason was simple but urgent. Her husband had a passion for the theatre and music hall, and night after night she was left alone to await his return. Knowing this, her intention was drawn to the talking machine as the substitute. Picking out one of the best, and a large and varied selection of records, she requested them sent immediately to her house. That night as her "lord and master" was eating his dinner he was besieged by the very tunes he had deserted his wife to hear. Is it necessary to state he reformed?

And this is the once scorned talking machine, now used in every branch of civilized life; by commercial houses for their correspondence, schools and colleges as a teacher of languages, camp meetings in place of a choir, missionaries as a medium of approach to the savages, etc. With such rapid progress who can define its zenith—future.

—THE SALESMAN.

## THE UNIVERSAL CO.'S AMBASSADOR.

E. F. O'Neill, who is looking after the city trade for a while in the interest of the Universal Talking Machine Mfg. Co., 28 Warren street, New York, expects to go on his regular territory, west of Chicago, about July 1.

## OUR FOREIGN CUSTOMERS.

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

(Special to The Talking Machine World.)

Washington, D. C., June 13, 1905.

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

MAY 15.

Alexandria, 5 pgs., \$219; Bombay, 22 pgs., \$620; Brussels, 32 pgs., \$774; Buenos Ayres, 52 pgs., \$4,322; Calcutta, 9 pgs., \$872; 16 pgs., \$392; Cape Town, 20 pgs., \$389; Glasgow, 5 pgs., \$299; Guayaquil, 18 pgs., \$220; Havana, 11 pgs., \$1,027; 91 pgs., \$3,732; Havre, 47 pgs., \$2,657; Hull, 8 pgs., \$459; Liverpool, 12 pgs., \$210; London, 82 pgs., \$30,108; 55 pgs., \$2,811; Manchester, 10 pgs., \$255; Manila, 4 pgs., \$200; Natal, 1 pg., \$120; Padang, 3 pgs., \$230; Para. 7 pgs., \$118; Rio Janeiro, 10 pgs., \$353; Valparaiso, 30 pgs., \$677.

MAY 22.

Cape Town, 7 pgs., \$495; Demerara, 17 pgs., \$125; Gibraltar, 3 pgs., \$504; Glasgow, 17 pgs., \$83; Havana, 18 pgs., \$541; 4 pgs., \$195; Havre, 71 pgs., \$5,667; Hong Kong, 1 pg., \$466; Lagayra, 9 pgs., \$267; Leeds, 10 pgs., \$473; Liverpool, 12 pgs., \$458; London, 194 pgs., \$7,290; Matanzas, 18 pgs., \$443; Manchester, 7 pgs., \$341; Milan, 7 pgs., \$600; Soerabaya, 1 pg., \$147; St. Petersburg, 15 pgs., \$823; Singapore, 8 pgs., \$235; Tampico, 11 pgs., \$270; Vienna, 7 pgs., \$333.

MAY 29.

Berlin, 57 pgs., \$2,518; Bristol, 16 pgs., \$740; Bombay, 77 pgs., \$1,222; Brussels, 19 pgs., \$282; Buenos Ayres, 20 pgs., \$2,933; Calcutta, 6 pgs., \$1,069; Cebu, 18 pgs., \$299; Colon, 3 pgs., \$100; Dublin, 29 pgs., \$638; Glasgow, 3 pgs., \$147; Guayaquil, 12 pgs., \$255; Hamburg, 2 pgs., \$115; Hamilton, 8 pgs., \$150; Havana, 9 pgs., \$413; Havre, 24 pgs., \$1,603; Hong Kong, 4 pgs., \$152; Hull, 15 pgs., \$765; Liverpool, 31 pgs., \$841; London, 12 pgs., \$9,920; 121 pgs., \$4,358; Maracaibo, 5 pgs., \$141; Manchester, 5 pgs., \$247; Melbourne, 28 pgs., \$794; Oporto, 18 pgs., \$482; Para, 19 pgs., \$675; Port Chalmers, 34 pgs., \$957; Shanghai, 7 pgs., \$265; Sheffield, 12 pgs., \$132; Sydney, 172 pgs., \$3,391; Valparaiso, 5 pgs., \$222; Vienna, 10 pgs., \$586.

JUNE 5.

Batavia, 6 pgs., \$166; Berlin, 111 pgs., \$3,496; Calcutta, 7 pgs., \$126; Glasgow, 32 pgs., \$150; Hamburg, 18 pgs., \$364; Havre, 33 pgs., \$1,573; Leeds, 7 pgs., \$128; Liverpool, 37 pgs., \$689; London, 4 pgs., \$826; 2 pgs., \$278; Manchester, 8 pgs., \$302; Melbourne, 28 pgs., \$979; Montevideo, 11 pgs., \$204; Santos, 13 pgs., \$362; Sheffield, 5 pgs., \$217; St. Petersburg, 12 pgs., \$660; Sydney, 137 pgs., \$3,797; Vienna, 7 pgs., \$296.

JUNE 12.

Attoena, 16 pgs., \$696; Acapulco, 5 pgs., \$142; Berlin, 9 pgs., \$264; Bombay, 17 pgs., \$398; Brussels, 2 pgs., \$124; Buenos Ayres, 7 pgs., \$375; Calcutta, 1 pg., \$150; 10 pgs., \$102; Cardiff, 8 pgs., \$144; 2 pgs., \$102; Corinto, 1 pg., \$120; Guantanamo, 6 pgs., \$161; Havana, 118 pgs., \$3,054; 21 pgs., \$559; Havre, 4 pgs., \$75; La Guayra, 4 pgs., \$139; London, 150 pgs., \$4,240; 14 pgs., \$1,030; 171 pgs., \$2,725; Manila, 44 pgs., \$1,974; Milan, 28 pgs., \$1,440; Montevideo, 2 pgs., \$127; Para, 10 pgs., \$183; Rio de Janeiro, 16 pgs., \$414; Saramilla, 2 pgs., \$192; Shanghai, 84 pgs., \$5,682; Stockholm, 27 pgs., \$1,024; Singapore, 3 pgs., \$1,509; St. Kitts, 11 pgs., \$216; Sydney, 88 pgs., \$3,085; Vienna, 8 pgs., \$455; Yokohama, 56 pgs., \$4,243.

In going over the factory of the Victor Talking Machine Co., at Camden, N. J., an expert in the line was astonished to learn that the company was turning out a complete machine every minute of the entire working day. This is marvelous work, and it is only a further evidence of the immense strides being made by the Victor Co. in all departments.

## LOVE, WAR AND A TALKING MACHINE.

A TALE OF THE JAPANESE-RUSSIAN WAR.

(Written specially for The Talking Machine World by Howard Taylor.)

In the shade of his hut of thatched straw a little yellow soldier of Japan was sipping his tea from a dainty lacquered cup while he listened languidly to the incessant scream of shells as they soared over the hills to the left, ploughing their way through the fields of corn beyond, where the deceived Russians thought the Japanese were in hiding.

Oh! those Russians. They were so easily misled; it was becoming monotonous. The day before, the Japanese troops had agitated the tasseled stalks as though an army was manoeuvring there, and the enemy took the bait as willingly as did the goldfish in his father's garden from the slender hand of Ching Ling. To-morrow, when the golden sun climbed over the eastern mountains, they would take the Japanese bullets just as willingly. Ah! they could not fight, those Russians; it was disgusting.

Yet, he longed for that to-morrow, for the fight that was sure to come would bring him the opportunity he had lived for, the chance to die fighting for his country. Banzai! what greater glory could come to the son of the great Sun Toy! He could picture the rejoicing, the procession, his father's house decked with garlands of flowers in honor of the brave young man who gave his life for his Mikado and for the honor of his family.

Finishing his tea, he lighted a long, brown cigarette, brown as his khaki uniform, and puffed contentedly. Gradually through the curling smoke rings drifted visions of his home and Ching Ling. Ching Ling—ah! that little almond-eyed maid of Japan; how well he remembered the eve of his departure for the front, and how she sang to him beneath the sweet magnolia blossoms. It was a rollicking air—

'neath the blossoms of the orchard  
We lingered you and I  
To repeat life's sweetest story  
And let the hours go by  
Here in the silencing moonlight,  
Those kisses of love we gave  
And joys that brought our hearts  
To cause our hearts to grieve.

and as her guitar thrummed a tender accompaniment, he was overcome with love for her, and he told her that when the war was over and he came prancing home on a milk-white charger at the head of his regiment, he would take her to his father, and, with his military honors thick upon him, demand her hand in marriage; then more rejoicings, more processions and endless happiness.

That song ran through his head night and day. He had longed to hear it many times since the

war had claimed him, but he had put off the pleasure until this moment. Now the time had come, he would wait no more. His face took on an expression of joy rarely seen among the stoic troopers of the Mikado, as he drew from his camp chest a carved box which bore in letters of gilt the American word "Gram-ophone." Adjusting one of the many black disks that made up his repertoire of records, he was soon listening with rapt attention to the voice of Ching Ling, just as she sang to him in the magnolia grove on that last night at home.

O ye gods! how he blessed the day that brought the American company to Tokio; the day they offered Ching Ling a small fortune to engrave her voice upon the flat, black cakes that talk again when asked to do so.

As the sweet notes of her rich soprano singing the quaint Japanese love song came to his ears so far from home, amid in dreary Manchuria, the Russian shells meanwhile shrieking an obligation, he saw faintly through the grim pictures of war, floating like a summer mist on a moonlit river, the face of Ching Ling. The longing for her came over him with the intensity of a subtle wine. Forgetting that he was a soldier, that the shells were still screaming, and that to-morrow he hoped to die for Japan, he fell into a languorous slumber—sung to sleep by the talking machine.

He awoke amid the bustle of the approaching engagement, the call of the bugle and the tramp of marching men.

As the first beams of the morning sun painted the landscape with a brush of gold, the army of Japan was on the march. They were to capture the Russian position on a bluff five miles away, the spot whence came the screaming shells. The Russians might object? Yes, they doubtless would, and strenuously, but that mattered not. The position would be taken, or the last man under the Japanese banner would die, and that was not likely.

So they swept onward, and among them the son of Sun Toy.

It was a terrible battle, more dead bodies gluted the plain, and more vultures soared in the heavens above than ever before. When the smoke lifted after the final charge the flag of the Mikado floated proudly in the breeze where only an hour before the flaunting standard of the mighty czar hung unchallenged, but our little soldier of the thatched cottage and the talking machine would fight no more. He had journeyed to the land of verdant fields, where everything is beautiful and the heart forever glad. In front of the Russian intrenchments they found him, one hand still upon his rifle, the other among the bloody folds of the battle-flag he had died to save.

They dug a simple grave, and wrapping him in the colors of his regiment, lowered him reverently to his last long sleep, a rifle volley sounding his requiem.

As the burying squad marched away in the gathering twilight they heard, ever growing fainter in the distance, the song of Ching Ling to her dead lover. Not the love song that lulled him to rest on the eve of battle, but a lament, tender and sad, wafted softly to them on the wings of the approaching night:

Come to me, my love,  
For I am lone and drear,  
I need you near me, sweetest heart,  
I need your strength and cheer,  
Life seems cold and empty  
The sky is not so blue  
As when you dear, are with me,  
Oh! how I yearn for you.

Editor's Note.—The verses are original.

THE END.

"Dubbing," that is, duplicating records from those bought in the open market, is the general charge made against several concerns whose cases are now pending in the United States courts. The claim is made that the making of "dubs" is an infringement of patent rights, but as yet the matter has never been finally adjudicated.



THANKS  
TO  
YOU  
AND  
YOU,  
TOO

## OWL TALKS

No. 2

You surprise me. What a great lot of fellows there are selling Talking Machines and supplies. So many of you wrote that I could not reply to all of you in a personal letter.

However, I did send all of you Circular No. 109 and they tell me up in the factory that they have orders enough.

I know a lot of fellows who will work overtime, and so I am going to keep on talking until every dealer from Maine to California and from Canada to the Gulf knows about and owns a Syracuse Wire Record Rack, or a number of them.

Next month I am going to tell you what Smith and Jones and Brown think about my goods, but meantime I want all of you to get the circular—No. 109—and then you will know what I am talking about.

With one of my racks you can double your record sales; you can carry double your present stock in less space; your time will be economized, damage eliminated and stock kept so that you can tell at a glance just what you are "low" on or "long" on.

Yes, I am an Owl, but I am not asleep, day or night, on this Record question, and as I am accounted a "Bird of Wisdom," I take the liberty of saying that I KNOW Syracuse Wire Record Racks will double your record sales.

Now, will you write and get the circular, No. 109? Write to me.

THE OWL  
Care of Syracuse Wire Works  
SYRACUSE, N. Y.

OUR NEW  
DISC RECORD  
CABINET

No. 13, holds 110 Disc Records in 11 1/2" Ch. has drawer for used and unused Films. Write for Catalogue Cyclopedia and Disc Records.

SPECIAL, only No. 13 Office Desk, \$14.00.

FEIGE DESK CO.

2065 Genesee St. SAGINAW, MICH., U. S. A.

A LOT OF 9 INCH  
DISC RECORDS.

All New and Late Selections

\$16.50 a hundred

These records can be turned in on the 3 to 1 basis.

Zon-o-phone. Terms, 10 per cent. with order; balance spot.

E. S. OLIVER, 20 New St., Newark, N. J.

## THE EUROPEAN VIEWPOINT.

Henry Cowen Says That Trade In Great Britain Is on a Better Basis Than the United States—Some Arguments in This Connection.

The Editor Talking Machine World:

Dear Sir:—I observe with pleasure on page 10 of your May issue some comments regarding the statements made by me to you, and which appear on page 13 of the same number.

I consider an interchange of ideas a very wholesome thing, and, while comparisons may be odious, they are sometimes very useful in showing up two sides of a question. Notwithstanding what your readers say, I still think that the trade throughout Europe generally and, in Great Britain, particularly, is on a better basis than in the United States, and while we offer here emulate all that is good which comes from America, we in the same manner eliminate all that we deem inferior.

It is quite true that we have several large lines of cheap goods, but in these times such are only regarded as educators of the people, who almost invariably trade their cash purchases for something better. Thus a desire for a dearer output results in business for the dealer, and greater satisfaction to the purchaser.

I do not doubt that every one admits that when the trade was taken hold of by London firms that they lifted the entire talking machine from a low level and placed it on its present pinnacle of perfection; this alludes especially to records, and even yet manufacturers will tell you that in this respect what will pass in America, in many instances will not be looked at in England. The whole trend of popular taste is towards high-class goods, and nowadays the people are most discriminating in the class of records they buy.

The European catalogues contain vast repertoires, and one result is the man in the street who knew and cared little about music is becoming well acquainted with all that is worth acquiring. The talking machine has certainly brought the great composers into the homes of the people in a manner which no other means has achieved.

I beg again to compliment you on your sterling publication and hope that amongst its other features it will inaugurate a column in which various views will find publicity, such as this, as there is no doubt that while competition is the soul of business, a little friendly rivalry is a good second. Yours very truly,

HENRY COWEN.

Berwick-upon-Tweed, England, May 30, 1905.

## OPEN BRANCH IN ATLANTIC CITY.

Louis Silverman, formerly in charge of the Victor Distributing & Export Co.'s city department, has accepted the management of a new Atlantic City (N. J.) concern, one of a chain of stores just being established in the East.

## THE BIRTHPLACE OF INVENTIONS.

Some Famous Industries Had Their Start in Washington, D. C.—An Interesting Chat With Paul H. Cromelin on This Subject.

In a chat recently with Paul H. Cromelin, of the Columbia Phonograph Co., he gave The World some information regarding Washington, D. C., which proves that it is celebrated not merely as the nation's capital, but was the birthplace of some of the big industries of the world. "For instance," said Mr. Cromelin, "the graphophone was invented in the Volta laboratory at Washington in 1887 by Messrs. Bell and Tainter, and the American Graphophone Co. is a Washington enterprise. The Mergenthaler Linotype Co., one of the most successful industrial corporations ever organized, is a Washington concern, as is also the Langston Monotype Co. Daniel Armat, the inventor of the moving picture machine, is a Washingtonian, and Emil Berliner, of early graphophone fame, has lived in Washington for many years.

"The combination of the moving picture machine and the talking machine has frequently been attempted, and undoubtedly this will be accomplished in time. In the earliest days of the kinetoscope we had this combination of talking machines and animated pictures, but the mechanism was expensive, complicated and frequently failed to give satisfaction. Mester's biophone, which has been shown from time to time in European theatres, proved to be a dismal failure as a drawing card at the recent St. Louis Exposition, where it was featured on the Pike under the name of spectroscop.

"There is a field for such a machine, if it can be made cheaply, and if the musical reproduction can be timed in perfect synchronism with the animated picture. It is reported that a Washingtonian, who for many years has been interested in the graphophone as well as in moving picture apparatus, has recently perfected a cheap machine of this kind which is designed for home entertainment, and will be sold in toy and novelty stores. This is said to be more satisfactory than anything heretofore made in this line."

## SOME TRADE NOTES FROM ST. LOUIS.

(Special to The Talking Machine World.)

St. Louis, Mo., June 10, 1905.

The talking machine trade for the month of May has been very good; the last two weeks of the month in particular being quite brisk. The general reports in this line are very favorable, and though there may be a lull during the summer months, a splendid trade is predicted for this fall.

E. S. Ramsdell, vice-president of the St. Louis Talking Machine Co., reports a large increase in their time payment trade, and looks for a big year's business. This concern gave a talking machine recital in their salesrooms on Wednesday

evening, May 23, to their city patrons, and the new June records were played to an audience that filled the rooms.

Mr. Clancy, manager of the talking machine department of the Conroy Piano Co., reports last week's business to have been one of the best weeks his department has ever had. His sales were surprising, inasmuch as his patrons were nearly all buyers of the highest-priced machines he had in stock. Mr. Clancy sold a number of our leading citizens fine instruments. The sales-room of the talking machine department of this firm is 18 1/2 x 25, and it is fitted up on a par with the splendor of the rest of the establishment.

W. C. Fuhr, manager of the Columbia Phonograph Co., states that business with them in their new quarters is very satisfactory, and he is expecting a fine trade throughout the year, with a possible lull during the summer months.

The Val A. Reiss Music Co. has recently added the Victor lines, and with the Talkophone they report a very able trade.

A. C. Middleton, secretary of the Victor Talking Machine Co., was a recent visitor here.

## E. F. DROOP CO. IN BALTIMORE.

Open an Establishment for the Sale of Talking Machines and Supplies—Will Carry an Immense Stock to Meet All Demands.

(Special to The Talking Machine World.)

Baltimore, Md., June 12, 1905.

The E. F. Droop & Sons Co., wholesale and retail distributors of the Victor and Edison talking machines in Washington, have just opened a branch in this city at 109 North Charles street, where they will carry a complete line of Victor talking machines, records and supplies, and Edison phonographs, records and supplies, as well as a complete line of horns, sardines, etc., made by the leading manufacturers throughout the country. They will carry a very large stock, and be able to meet all demands made upon them by the Eastern, Southern and Middle Western dealers.

## VICTOR CO. ENJOIN HILLMANS

From Selling or Advertising Victor Talking Machines at Less Price Than Specified by the Company.

(Special to The Talking Machine World.)

Chicago, Ill., June 12, 1905.

The Victor Talking Machine Co. has been granted a perpetual injunction in the United States Circuit Court against Hillmans, incorporated, the State Street Department Store, enjoining them from selling or advertising talking machines made in accord with companies patents at less price than that specified by the company.

Hillmans advertised on May 19 to give a Victor machine listed at \$18 with every purchase of a dozen ten-inch records at \$12. Suit was brought at once and a temporary restraining order was granted which is now made permanent.

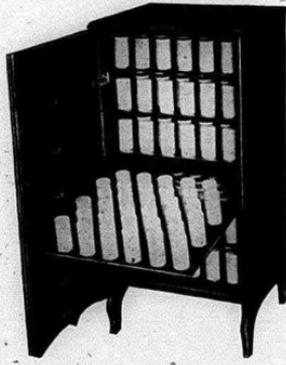
## "HERZOG"

Style  
STANDS  
FOR  
Quality  
Finish

If your jobbers refuse or are unable to supply you, write us, the largest Record Cabinet Manufacturers in the world, direct.

HERZOG ART FURNITURE CO.  
SAGINAW, MICH.

Library and Fancy Tables,  
Ladies' Parlor Desks,  
Music and Record Cabinets



## COPYRIGHT ON MOVING PICTURES.

Some Interesting Points Involved in a Recent Decision Which Will Prove of Interest to Our Readers.

Aside from the merits of the case of American Mutoscope & Biograph Co. against Edison Mfg. Co., in equity, before Judge Lanning, United States Circuit Court, Trenton, N. J., in which an enjoining order is sought restraining the defendant from publishing and selling a certain moving picture, the court defined what was entitled to the benefits of the copyright law. In connection with photographs of this kind, as follows:

"The complainant's photograph consists of hundreds of separate pictures on a positive film printed from a number of negatives taken by a camera placed in several different locations. Can the positive film in such a case be regarded as a photograph? \* \* \* In Edison against Lubin, 122 Fed. 240, in an opinion by the Circuit Court of Appeals of this circuit, it appears that a series of pictures representing the launching of a vessel were taken by means of a camera on a negative film, and that from such film a positive film was reproduced to be used in representing a moving picture. The camera in that case occupied but one position, though it was placed on a pivot on which it could be moved so as to keep the vessel, as it left its stays and moved into the water, within the field of the camera's lenses. It was held that the positive film reproduced from the negative film thus taken was a photograph of one act or event, and therefore the proper subject of a copyright. In that case the defendant, who has secured a part of one of these positive films, but without knowledge that it had been copyrighted, reproduced it on celluloid sheets and sold them to exhibitors. Having held that the complainant's picture constituted a photograph, the defendant was, of course, enjoined from further infringement of the complainant's copyright.

"I am unable to see why, if a series of pictures of a moving object taken by a pivoted camera may be copyrighted as a photograph, a series of pictures telling a single story, like that of the complainant in this case, even though the camera be placed at different points, may not also be copyrighted as a photograph. Though taken at different points, the pictures express the author's ideas and conceptions embodied in the one story. In that story, it is true, there are different scenes. But no one has ever suggested that a story told in written words may not be copyrighted merely because, in unfolding its incidents, the reader is carried from one scene to another. The recent advance in the art of photography now enables an author to tell the story of the launching of a ship in a series of pictures printed upon a single positive film in such a manner that by throwing the pictures in rapid succession upon a screen there is produced the representation of the moving ship. Such a series of pictures, so printed, the Circuit Court of Appeals of this Circuit has said, is a photograph within the meaning of section 452 of the Revised Statutes. So here the complainant's positive film contains a series of pictures that may be thrown in rapid succession upon a screen tell-

ing a single connected story of a man fleeing from a crowd of women. On the authority of Edison against Lubin, as I understand that case, my conclusion is that the complainant's positive film is a photograph."

Injunctive relief was denied by Judge Lanning on the ground that no evidence had been adduced to prove the defendant's infringement of the complainant's picture as alleged in the bill. As the court said: "The burden of the proof is on the complainant. It must establish by clear proof that the defendant is violating its rights. As the proofs now stand, there is doubt upon the question of its rights to any relief whatever."

## TRADE NOTES FROM TEXAS.

Goggans Big Trade—Grant Opens Up—Texas Phonograph Co. Buys Holleman Interests.

(Special to The Talking Machine World.)

Houston, Tex., June 16, 1905.  
Thomas Goggans & Bros. are the Victor distributors here, with headquarters at Galveston, from which point all shipments to dealers throughout the State are made.

M. A. Grant, who has been in the general retail talking machine business here for a number of years, and the pioneer and original talking machine advocate in Texas, has returned from California and opened a typewriter and talking machine parlor at 417 Main street, Houston, under the name of Unique Talking Machine Parlor. He is pushing the American records.

Charles M. Fischer, Congress avenue, handles all makes of machines, but specially pushing disk goods. He is putting in a larger stock and states that the outlook is good for a fall trade better than ever before, unless the rains have seriously injured the cotton crop.

The Texas Phonograph Co., the control of which was owned by H. M. Holleman, has absorbed the Edison jobbing business of the H. M. Holleman Co., distributors, and taken a long lease on three stores. The partitions have been taken out and the building rearranged into one of the most complete and the largest talking machine establishments in the South, having entrances on two streets, 1019 Capitol avenue, and 618 Fannin street. Their customers are dealers in Texas, Louisiana, Arkansas, Oklahoma, Indian Territory and Western States, distributing horns, accessories, and general talking machine supplies; also Mexican goods. H. M. Holleman is manager. They have two traveling salesmen on the road for the summer.

## TALENTS AND CONFIDENCE.

A single-talent man, supported by great self-confidence, will achieve more than a great man who does not believe in himself. The mind cannot act with vigor in the presence of doubt. A wavering mind makes a wavering execution. There must be certainty, confidence and assurance, or there can be no efficiency. An uneducated man who believes in himself, and who has faith that he can do the thing he undertakes, often puts to shame the average college-bred

man, whose overculture and wider outlook have sometimes led to increased sensitiveness and a lessening of self-confidence, whose decision has been weakened by constant weighing of conflicting theories, and whose prejudices are always open to conviction.—Success.

## THE COMMERCIAL PHONOGRAPH.

The National Phonograph Co. Will Have Handsome Display at Their Union Square Office of These Instruments.

The new commercial phonograph shown first at the St. Louis World's Fair by the National Phonograph Co., and which is a vast improvement on preceding apparatus of this kind bearing the Edison name, has since been subjected to the severest tests in every-day business requirements, and is now to be marketed by a vigorous introductory and selling campaign. For this purpose the entire third floor of 21 Union Square (Bank of the Metropolis Building), New York, has been especially equipped, and a large clerical force engaged to properly initiate and carry on the work on an extensive and effective scale. C. L. Hibbard, of the company's executive staff, will be manager of the new department, and this marks the conduct of this branch of the company's business could not be in better hands.

## ALPHABET OF SUCCESS.

The following "Alphabet of Success" was recently printed in *The Ladies' Home Journal*: Attend carefully to details.

Be prompt in all things.  
Consider well, then decide positively.  
Dare to do things, fear to do wrong.  
Endure trials patiently.  
Fight life's little bravely.  
Go not into the society of the vicious.  
Hold integrity sacred.  
Injure not another's reputation.  
Join hands only with the virtuous.  
Keep your mind free from evil thoughts.  
Lie not for any consideration.  
Make few special acquaintances.  
Never try to appear what you are not.  
Observe good manners.  
Pay your debts promptly.  
Question not the veracity of a friend.  
Respect the counsel of your parents.  
Sacrifice money rather than principle.  
Touch not, taste not, handle not intoxicating drinks.  
Use your leisure for improvement.  
Venture not upon the threshold of wrong.  
Watch carefully over your passions.  
X-tend to every one a kindly greeting.  
Yield not to discouragement.  
Zealously labor for the right, and success is certain.

## PIANOTIST CO.'S LATEST MUSIC.

4322 Coax Me.....	Van Tilzer	\$1.75
4324 Loveland Waltz.....	Holmann	2.50
4324 The Duchess of Hops.....	Carlyle	3.00
(Selections.)		
4325 What the Brass Band Played.....	Morse	2.00
4326 The Diplomat-March.....	Stoss	1.75
4327 Mamma They.....	Heif	1.75
4328 Absolute Frappe.....	Herbert	2.00
4329 When the Bess are in the Hill.....	Mitt	1.75
4300 Tummy.....	Edwards	1.75
4301 In the Shade of the Old Apple Tree.....	Van Alstyne	2.00
4302 My Irish Night.....	Schwertz	2.00
4303 Fry Little Blue Bird.....	Schwertz	2.00
4304 Yankee Doodle.....	Holmann	2.25
4305 Take a Chair.....	Stoss and Snyder	1.75
4306 Dimples.....	Van Tilzer	2.00
4307 He's Me Tall.....	Geo. Edwards	2.00
4308 A Spring O'Shillelagh.....	Heif	2.00
4309 In Van Alstyne's.....	Van Tilzer	2.00
4310 Bandana Land (It Happened in Nordland).....	Herbert	2.50

An employee of a Bermuda hotel recently bought a talking machine and some records. The hotel veranda overhang the water, and the machine, when played there, rings out clear as a bell. The first night he gave a concert only a few people knew of it, but the second and third evenings quite a crowd gathered. The owner is now giving talking machine concerts at a profit. Must have been a Yankee!

## YOU DON'T HAVE TO "COAX ME"

to fill your Orders promptly  
"MR. DEALER"  
I do this without Coaxing.

You can't be too far away to get good service from me. I job every talking machine line.  
Send for my complete alphabetically arranged list of all makes of records.

THIS IS ISSUED MONTHLY

JAMES I. LYONS  
WHOLESALE  
194 E. Van Buren St., CHICAGO, ILL.



## TRADE LITIGATION.

Some Suits Up Before the Courts on Which Action is Pending.

When the case of the American Graphophone Co. et al. against the Universal Talking Machine Mfg. Co. charged with infringing the Jones patent relating to the manufacture of disk records, in the United States Circuit Court, equity part, May term, came up, the hearing, on application of counsel, was postponed until October, on the ground that certain material evidence had not been included in the testimony, and would therefore prejudice the case of other defendants. At the same time the court signed an order for the taking of testimony in a similar suit of the same complainants against the American Record Co., and which will be made up and submitted October 15.

Encouraged by Judge Hazel's decision and injunction, which was subsequently suspended pending the appeal to the United States Circuit Court of Appeals, New York, in the case of the New York Phonograph Co., five similar suits were filed June 5, at Trenton, N. J., in the United States Circuit Court. The plaintiffs are the Missouri Phonograph Co., of St. Louis; Kansas Phonograph Co., of Topeka; New England Phonograph Co., Gardiner, Me.; Ohio Phonograph Co., Cincinnati; and the Minnesota Phonograph Co., Minneapolis, against Thomas A. Edison, Edison Phonograph Works, Edison Phonograph Co., and National Phonograph Co., damages being placed at \$575,000 in each bill of complaint, and an enforcing order asked in the respective territories in which the companies are alleged to have operated—once upon a time.

An extract from the foregoing decree, but omitting all mention of the suspension order, has been sent broadcast to the trade as a so-called "notice of warning." To date an even thirteen persons have written the National Phonograph Co. inquiring when their business was to be "annihilated," as the most of them facetiously inquired. The National has not shated one jot or tittle in their course of business.

The merits of the Jones disk record patent were not gone into when the case of the American Graphophone Co. and another against Leeds

& Catlin Co. was up before Judge Hazel, in equity, United States Circuit Court, New York, May 31. The hearing was on the pleadings only.

No suit has been brought against Pathe Freres by the Edison interests for alleged infringement of their mounded record patents. Nor has any action been taken regarding the latter's tapering mandrel machine. Hence the American company exploiting the Pathe Freres records and other products are presumed to be proceeding without opposition of a legal kind. They are establishing a record plant in the vicinity of Newark, N. J.

## A BELLAMY "DREAM" REALIZED.

Edward Bellamy, in his story "Looking Backward," which created a sensation nearly twenty years ago, outlined an apparatus which furnished music to suit the desires of a patron in response to a touch upon an electric button. Opera and concerts, vocal and instrumental, could be enjoyed by one sitting at his fireside. No standing in line to procure tickets; no cab-hire in stormy nights; no getting home fagged out in the wee small hours. Just draw up your comfortable chair in your favorite library corner, touch a button and drink in the sweet sounds. If the selection is displeasing to you, just turn it off—no waiting till the curtain goes down for a conspicuous departure from the theatre. Mr. Bellamy's dream has been fully realized in the present day talking machine, without a doubt. Or will certainly be when the improvements now under way are perfected, not only in the recognized type of phonographic apparatus, but in other sound reproducing devices, of which mention has been made from time to time in The Talking Machine World.

## JUDGE PLATT ALWAYS ORIGINAL.

Judge Platt, of the United States Circuit Court, District of Connecticut, who presided in the equity part of the Circuit Court in New York during the fore part of the May term, is the same judge whose opinions have aroused various emotions in talking machine and piano construction litigation. His opinions are certainly original as to expression, and the winning side enjoys his picturesque language and grim humor immensely. Last week he added another brief and pithy

decree to the already long list in talking machine cases, when, in denying a motion, argument on which he had deferred for lack of time, he remarked, at the conclusion of his hearing: "The motion should have been denied in the hour and the minute in which it was presented."

## HERZOG CO.'S BIG PLANT.

The Herzog Art Furniture Co., Saginaw, W. S. Mich., manufacturers of cabinets for talking machines, and other specialties, are now completing work on the five-story addition to their handsome factory which, when completed, will give them a street frontage of 310 feet facing one of the main thoroughfares of this city. The addition can hardly be considered five stories, inasmuch as the top floor will be so arranged that it is practically the same as three floors, making a total of seven stories, besides the basement under the entire plant. This will give them, not including the basement, 121,993 square feet, besides the large table plant, which is about a half mile distance from the Art Furniture Co.'s plant. The power house, which is now completed, is 84 x 54. The chimney, which is an ornament in itself, is 210 feet high, and is built up of different colored bricks, and resembles vines running up the chimney. There will be a freight elevator running from the basement to top floor, a new oil house, which is now being built, strictly fireproof, and will have the most modern improvements. The size of same is 18 x 28. The capacity of the dry kiln will be 111,000 feet. The new part of the plant will be ready to be occupied by July 15, after which time they expect to be in a position to take prompt care of all orders.

## FRED PETMECKY INVENTS A NEEDLE.

(Special to The Review.)  
Austin, Tex., June 10, 1905.

Fred Petmecky, of this city, is the inventor of a needle for talking machines for which he makes many claims. The first shipment of these needles has just been received from the factory. Mr. Petmecky claims that with one needle he can make the machine reproduce in the most powerful manner, then by simply changing the position of the needle a smooth, soft tone is produced free from all metallic and scratching noises. It is his intention to bring this needle before the trade in a large way later.

## Leading Jobbers of Talking Machines in America

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

**PITTSBURGH'S HEADQUARTERS for**  
**EDISON AND VICTOR**  
and everything else in Talking Machines, Records and Supplies  
75,000 Edison Records in stock  
50,000 Victor Records  
Buy from Headquarters  
The Theo. F. Bentel Co. 632-634 Liberty Street, Pittsburgh, Pa.

**TEXAS PHONOGRAPH COMPANY**  
1019 Capital Ave. 618 Fannin St., HOUSTON, TEXAS  
Cover the Southwest. Cheap transportation and supply leading dealers west of Memphis with Talking Machines, Records, Grams, Flower and Mega Grams, Grams, Cabinets, Accessories and side lines of Mexican Novelties, CURIOS AND DRAWN WORK.

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

**Sherman, Clay & Co.,** San Francisco, California.  
PACIFIC COAST DISTRIBUTION  
**VICTOR TALKING MACHINES**  
**REGINA MUSIC BOXES**  
"Reliable" Self-Playing Piano  
(ENDLESS ROLL, NICKEL DROP)  
Send for Catalogue and Prices

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

**WE FILL ORDERS FOR**  
**Edison Records**  
Quickly and Completely.  
Try us with a sample order for next month's selections.  
**The Pardoe-Ellenhorgor Co.**  
New Haven, Conn.

**Minnesota Phonograph Co.**  
37 E. 7th St., St. Paul 518 Nicollet Ave., Minn.  
THE BIRD TWIN STORES, JOBBERS IN  
Phonographs, Edison Records and  
all kinds of machines and records.  
49 different style horns. Orders filled same day as received. Try us NOW!

**EDISON ZONOPHONE JOBBERS**  
**Mellor's** stands for Melody  
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Everywhere the Best  
313-321 Fifth Ave. Pittsburgh

PERRY B. WHITSITT L. M. WELLER  
**PERRY B. WHITSITT CO.,**  
213 South High Street, Columbus, Ohio.  
Edison Phonographs and Records  
Victor Talking Machines and Records  
Most complete line of Talking Machines, Records and Supplies in the west. Orders filled promptly.

Every Jobber in this country should be represented in this department. The cost is slight and the advantage is great. Be sure and have your firm in the July list.

RECORD BULLETINS FOR JULY, 1905.

NEW EDISON GOLD MOULDED RECORDS.

- Edison Gold Moulded Records are made only in Standard Size... 9027 To My First Love (Libby) Orch. accom. I. Gillette... 9028 Come Along, Little One (Come Along) (Harlan)... 9029 Summer Night's Dream (Overture) (Suppe)...

NEW COLUMBIA DISC RECORDS.

- Star (\*) preceding number indicates 10-in. only. Dugger (1) preceding number indicates 12-in. only. 32740 The Chapel (See 32740 in 1904 list)... 32742 Auf jeder Seite (On the Other Side)...

NEW COLUMBIA "XP CYLINDER RECORDS

- COLUMBIA ON HESTRA. 32754 Moonlight (A new arrangement by the composer of "Hawaiki")... 32755 Gross an Katerhufe (Grooving to Katerhufe)...

NEW VICTOR RECORDS.

- Number beginning with 1 are in 10-inch size. Number beginning with 21 are in 12-inch size. 32748 5000th Anniversary March... 32749 Peter Piper... 32750 Festival Overture...

31395 The Message of the Old Church Bell...

- 31395 The Message of the Old Church Bell... 31396 The Song of the Old Church Bell... 31397 The Song of the Old Church Bell... 31398 The Song of the Old Church Bell... 31399 The Song of the Old Church Bell...

UNITED HEBREW D. & C. RECORD CO.

The following Hebrew quartet selections are sung by the famous Grand Theatre quartette and are the most popular on the Jewish market...

UNLESS YOU HAVE
IMPERIAL
RECORDS
IN YOUR STOCK, YOU HAVE
NOT THE BEST MADE

1148 "March" (op. 2 Tamo).....	.....
1149 "Zurik About" (Jan. 2 Tamo).....	.....
1150 "The Barber" (op. 2 Tamo).....	.....
1151 "Zion Tamer" (Jan. 2 Tamo).....	.....
1152 "Ben Bolina March" (Minsker).....	.....
1153 "Nupt".....	.....
1113 "Selection" (op. Jaschke-Bachner).....	.....

### ROTH AND ENGELHARDT MUSIC.

The following is the additional extended list published in The World for June of perforated music rolls for style "4" Peerless Automatic piano:	
6882 1. Don't Be So Mean—Song—W. J. Metrol	
2. Excursion Party—March—Raymond Hope	
3. Keep a Little Away—Song—T. F. Morse	
4. Lady Lokes—Two-Step—T. F. Morse	
5. I Never Met to Hurt You So—Song—Raymond Hope	
6887 1. Zamm-Intermezzo—Song—Alfred Brown	
2. Peter Piper—Song—Alfred Brown	
3. Arabella—Intermezzo—Karl Hessard	
4. Moresood—Two-Step—W. H. Campbell	
5. Jockey, Jockey—Two-Step—W. H. Campbell	
6888 1. The Blue Goose—Two-Step—H. Franzen	
2. The Matador—Intermezzo—W. H. Campbell	
3. The Hoopster—Two-Step—W. H. Campbell	
4. Abeline Frappé—Song—Victor Herbert	
5. From "H. Happiness" in Scandinavia—Victor Herbert	
6. What the Brass Band Played—Two-Step—Thos. Marsch	
6890 1. My Bashful Moon—Song—Julian Thorskaad	
2. Yankee Land—March—Max Hoffmann	
3. From "Crazy Horse" in Scandinavia—Max Hoffmann	
4. The Belle of the South—March—Edwin Stelzel	
5. No Name—Two-Step—Edwin Stelzel	
6. The Circus Parade—March—Edwin Stelzel	
6891 1. Three Cheers for the Red, White and Blue—Song—Mary Ann	
2. My Irish Indian—Song—Jerome and Schwartz	
3. The Waltz Must Change to a March, Marie—Song—Lamb & Hoff	
4. Don't Be So Mean—Song—Pittsburgh & Morse	
5. My Yukon Belle—Song—Ryan & Hoffman	
6. The Jolly Blackbirds—Song—E. F. Paull	
6892 1. The Roman Eye—Intermezzo—E. F. Paull	
2. The Gloomy Flyer—Intermezzo—E. F. Paull	
3. Children of the U. S. A.—March—Kemble & Keith	
4. Regal Artillery—March—E. F. Paull	
6893 1. Yankee Girl—March—E. F. Paull	
2. Meet Me Down at Linn, Linn—Song—Franzen	
3. On the Boulevard—Two-Step—Annie Walker	
4. Mother's Song—Song—Walter Rode	
5. Tammany—Song—Gene Edwards	

The above numbers are also available in perforated form for the style "7D" Peerless Electric pneumatic pianos.

### WHAT BECOMES OF THE NEEDLES!

(Special to The Talking Machine World.)

Washington, D. C., June 10, 1905.

Most people have absolutely no idea of the immense quantities of needles which are manufactured annually for use in connection with disk talking machines. The greatest needle manufacturers of the world now are devoting their attention to this branch of their industry, and there are many more kinds and qualities of needles than there are talking machines.

The wonder is what becomes of them all, and more surprising still, that there is not a greater demand for the used needles which, as every one knows, have to be cast aside after one reproduction if the owners value their records.

A customer visited the Washington office of the Columbia Phonograph Co. a few days ago to purchase a quart of used disk graphophone needles, and inquiry developed the fact that he intended using them for the cone of a large horse-radial grater. He had been using the ordinary brads for this purpose, but found they were not strong enough, and that the used needles were just what he wanted. This is the most novel use of them which has ever been brought to notice. It would be interesting to learn as to disposition of the millions of needles which are thrown away every month.

### ORDER STAYING INJUNCTION

In the Circuit Court of the United States, Southern District of New York, May 2, Judge Hazel, in the equity suit of the New York Phonograph Co., against Thomas A. Edison, the National Phonograph Co., and others, "ordered, adjudged and decreed that the said injunction against the said defendant, National Phonograph Co., be, and the same hereby is, stayed till the first day of July, 1905; that if on or before the said first day of July, 1905, said defendant, National Phonograph Co., shall have perfected an appeal to the United States Circuit Court of Appeals for the Second Circuit, from said de-

### REPRESENTATIVES WANTED

for all States to sell "PERFECT 'PHONE CONNECTION.'" Also jobbers. Address W. PATTEN, 2535 Eighth Avenue, New York, N. Y.

creed for an injunction and shall on or before that date have filed a bond in the office of the clerk of this court in an amount, and with surety approved by the complainant's counsel or fixed and approved by this court, said bond to be conditioned upon the payment to complainant by defendant, National Phonograph Co., in case the said decree shall be affirmed by the said United States Circuit Court of Appeals of all profits which shall be made by or which shall accrue to said defendant, National Phonograph Co., and of all damages which shall be sustained by complainant, New York Phonograph Co., by reason of this stay of the said injunction, then this stay is continued till the first day of the next term of said United States Circuit Court of Appeals; that if then said appeal is docketed and noticed for hearing by defendant, National Phonograph Co., as a preferred cause, this stay is continued till the hearing, decision and mandate of said United States Circuit Court of Appeals. It is further ordered that the bond hereinbefore referred to be in the amount of \$10,000."

### POINTERS ON SELLING.

J. W. Binder, Clever Contributions Are Most Illuminating and Instructive.

J. W. Binder, superintendent of the commercial graphophone department of the Columbia Phonograph Co., in Pittsburgh, Pa., has a very interesting article in the current issue of System upon how to sell a commercial graphophone. He explains in detail how the actual sale was begun, carried through and closed, the machines being sold to the Oil Well Supply Co., of Pittsburgh. The article explains how prospects are secured, followed up and recorded, and how the prospective buyer has to be educated to a knowledge and appreciation of the machine. The points in this connection being:

"First. That the use of the machines will save him from 40 to 50 per cent. of his present expense for letter writing.

"Second. That with them he is the absolute master of his time. He can dictate at any hour of the day or night, and at any desired rate of speed.

"Third. That letters dictated in this way—at the moment when the subject is fresh in his mind, and in absolute privacy—are apt to be better constructed, more concise than, when dictated to the average stenographer, who, when the pace becomes hot, that mental concentration advances, is apt to interrupt the dictator to inquire artlessly, 'Please, sir, did you say extail soap or castle soap?'"

He then proceeds to emphasize how the feeling of need and consequent desire are instilled in the party being approached, and how objections on personal grounds are successfully overcome.

Mr. Binder in this article very clearly emphasizes the saving to be effected in a large business institution by the use of the commercial machine, and demonstrates that to-day in business it is absolutely necessary to follow a definite, proved-by-experience plan, prepared by the house, in order to win out.

The article is illustrated with the correspondence that passed between Mr. Binder and the Oil Well Supply Co., and from first to last is a splendid contribution written by a master of his business, in a way to stimulate wavering ones and enlighten them as to the most essential requirements to enable a salesman to become a master of his calling.

In the same issue of System there is also a good story by Mr. Binder entitled "The Salesman Who Sold Himself," being the fifth of "The True Stories of Traveling Salesmen." It is admirably written and points a moral that must be helpful to every reader of this interesting magazine.

An ingenious talking machine traveler sends in his reports to the home office by cylinder. He says it saves him a lot of trouble, and moreover it is a good advertisement for his business. Other ambassadors should observe and do likewise.

### R. L. THOMAS'S EXPERIENCE

With New York's Non-Buoyant Gas—A Clever Communication from a Clever Man.

The New York Sun of recent date contained the following clever letter from R. L. Thomas, who relates experiences with New York City gas in his endeavor to utilize a balloon for Victor advertising purposes:

"To the Editor of the Sun.—Sir:—I have just had an amusing experience with our much-talked-of gas, but also a dangerous and expensive one. In attempting to raise a full-grown balloon over a building on Chambers street near Broadway, I found it impracticable to use hydrogen gas, because there was no way to dispose of its waste products. I therefore tried illuminating gas, assuming that it was either water or coal gas, either of which, pure, would have answered the purpose. "We had partly filled the balloon when the great dust storm of May 4 almost tore it to pieces, and incidentally nearly asphyxiated the aeronaut, who, in trying to deflate it, accidentally breathed a few whiffs of the gas and became unconscious instantly (see New York papers of some next day), which necessitated a call for an ambulance. So much for the deadliness of this widely advertised commodity.

"Some days later we filled the balloon, but without success, as the gas had no lifting power. A combustible city official then called on us and told us that the "thing" on our roof was a menace to the surrounding buildings; that the authorities would not permit it, and, further, that we must deflate it forthwith without allowing the gas to escape on the ambient air in such killing quantities. When the suggestion was made that he bring a truck and cart it away he left in high dudgeon, and has not been heard of since. We learned, too, that his visit was due to a complaint from some one in a nearby building who possibly feared that he also might by chance get under a "chunk" of this gas and be smothered. It seems that this particular breed of gas contains too large a percentage of naphtha to have buoyancy, and our experience indicates that, like London fog, it is better adapted for paperweights than balloons.

"Thus far I am not only out of pocket for an experiment which was a dead (or nearly dead) failure, but am confronted with possible awful consequences should any of this gas (which we afterward carefully released during the night) fall by chance upon some distant innocent village, and either smother or crush the inhabitants.

"The aeronaut failed to see the joke about 'His Master's Breath.' He considers it a serious matter—if gas can be classed as such.

"R. L. THOMAS."

There is a tremendous demand for the records containing the voice of the late Pope Leo XIII., which are made by the Columbia Phonograph Co. One contains the Apostolic Benediction and the other the Ave Maria.

If you desire to keep posted on the affairs of the music trade, read

### The Music Trade Review.

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

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

Subscription, \$2.00; single copies, 10c.

EDWARD LYMAN BELL, Editor and Publisher.  
Office, 1 Madison Avenue, N. Y.; New York.

**LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS**

(Special to The Talking Machine World.)

Washington, D. C., June 10, 1905.

**PHONOGRAPH.** Ernest A. Ivatts, Paris, France, assignor to La Compagnie Generale de Phonographes, etc., same place. Patent No. 787,565.

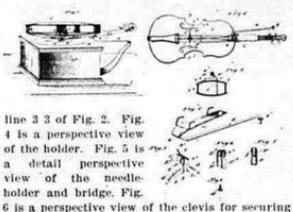
The subject of this invention is a movable support for the sound-horns of talking machines. The improved support is characterized by the feature that it follows the movement of the diaphragm, which is facilitated by the use of a roller on a suitable part of the support. The bad effect of a very long lever or arm on the receiving or recording diaphragm is thus avoided.

In the drawings forming part of this specification, Figure 1 is an elevation of the support shown applied to an ordinary phonograph, and Fig. 2 is a plan view of the same.

TALKING MACHINE. Joseph E. Beatty, Huntingdon, Pa. Patent No. 787,264.

This invention is in the nature of an attachment for use on talking machines, especially relating to the employment of a violin as a sound-box or reproducer by turning such instrument upside down and employing a special form of bridge carrying the needle or stylus which operates in the record.

In the drawings, Figure 1 is a perspective view of the apparatus as in use. Fig. 2 is a face view of the violin with the bridge and needle or stylus holder in place. Fig. 3 is a cross-section on about



line 3-3 of Fig. 2. Fig. 4 is a perspective view of the holder. Fig. 5 is a detail perspective view of the needle-holder and bridge. Fig. 6 is a perspective view of the clevis for securing

the needle-holder. Fig. 7 is a cross-section of the bridge and holder, the needle being removed on about line 7-7 of Fig. 5, and Fig. 8 is a detail cross-section on about line 8-8 of Fig. 5.

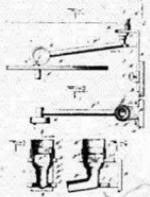
**SOUND-CONDUCTOR FOR TALKING MACHINES.** Albert C. Wiechers, New York, N. Y., assignor to the Regain Co., Rahway, N. J. Patent No. 790,546.

This invention relates to sound-conductors for talking machines, such as are employed for conveying the sound from the vibrating diaphragm to the amplifying horn. Inasmuch as a joint has to be provided in this conductor, in view of the fact that the reproducer is loosely mounted, so as to follow the record in its movements, considerable difficulty has been experienced owing to the rattling of the metallic parts at the joint, and even when metallic parts are avoided the practical results hitherto have not been satisfactory.

The object of the invention is to improve the joint between that part of the sound-conduit which is connected with the horn and the part of the conduit leading to the reproducer.

The joint provided by the invention allows the reproducer to swing freely in a horizontal plane and also allows it to swing freely in that vertical plane which passes through the reproducer and the adjacent portion of the sound-conduit. Any other vertical movement of the reproducer and sound-conduit is, however, prevented.

Figure 1 is a side elevation of a talking machine sufficient to explain the invention. Fig. 2 is a sectional plan on line 2-2 of Fig. 1. Fig. 3 is a sectional elevation on line 3-3 of Fig. 1. Fig. 4 is a sectional elevation on line 4-4 of Fig. 3. Figs. 5 and 7 are sectional elevations of two other forms of the invention; and Figs. 6 and 8 are sectional plans on line 6-6 of Fig. 5 and line



8-8 of Fig. 7, respectively.  
**PROCESS OF DUPLICATING PHONOGRAPHIC RECORDS.** Thomas A. Edison, Llewellyn Park, N. J., assignor to New Jersey Patent Co., Orange, N. J. Patent No. 790,251.

The present invention relates to an improved process for duplicating phonograph records from a matrix or mold, and particularly to the production of an improved master from which the matrices or molds are made.

The object of the invention is to produce an original master carrying a cut record corresponding accurately to sound-waves and free from extraneous surface variations or disturbances, so that no sound will be reproduced other than that representative of the true record. When a matrix or mold is made so as to faithfully copy such a master, as shall be described, the resulting duplicates obtained from the matrix or mold by any well-known process are superior to records as now made, whether original or duplicate, in a number of respects to be presently pointed out.

In order to produce an absolutely perfect master from which a corresponding matrix or mold can be subsequently made, it is necessary to employ a material or substance which is perfectly amorphous and without crystallization, that is uniform in structure at least for a sufficient depth within its surface to receive the record, that has sufficient adhesion to permit a substantially continuous shaving to be cut by the recording device, and that, finally, is of such a character as to be readily cut by the recorder in order that the latter may form a perfectly smooth record, which while representative of the true vibrations, shall not possess superfluous surface variations that at the present time and with present materials produce scratching and other extraneous sounds. When a material of this character is employed from which to construct the master, much less power is required to cut it, owing to its relatively soft character, so that all of the sound vibrations will be recorded, even those representing the very weak overtones of musical instruments, also that the depth of the record can be considerably increased, so as to thereby permit very loud sounds to be recorded without danger of the recorder vibrating clear of the surface, and finally that a perfectly smooth record will be cut, even when very deep, with a substantially continuous chip, so as to entirely eliminate the scratchy sounds now due to the mere cutting of the present material.

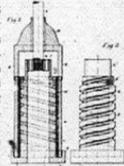
Previously the invention consists in the employment for the manufacture of the master of a neutral or nearly neutral soap soluble in alcohol and in hot water, and by preference a soda-soap and in the manipulation of this material to put it into the required form for use in receiving a sound-record.

**APPARATUS FOR MAKING SOUND RECORDS OR BLANKS.** Walter H. Miller, Orange, N. J., and Alexander N. Pierman, Newark, N. J., assignors, to New Jersey Patent Co., Orange, N. J. Patent No. 790,516.

This invention relates to improved apparatus for making sound records or blanks, and particularly for the type set forth in Patents Nos. 726,995 and 726,997, dated May 5, 1903, in which a mass of fibrous material is distributed through the wax-like substance so as to make the resulting article of greatly increased durability.

In making records of this type a layer of cotton-battling to a tapered core was first applied, which was then introduced into a mold, and a molten wax-like material was then allowed to enter the space between the core and the mold to impregnate the fibrous material.

In carrying the process in question into practice it was found that since the sheet of fibrous



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**Why Should You Not Hear Them?**

FIRST.—They are the loudest and clearest ever produced.

SECOND.—They are made of the best material, and last longer than any record manufactured at present.

THIRD.—They are reproduced from the best and most expensive talents of the Jewish stage. It will pay every dealer to handle our goods, even if he has the smallest Hebrew trade, as by securing one customer, it will mean for him to secure the entire Hebrew trade. It is impossible for a Hebrew to hear these records and not buy them.

The largest and most influential houses in this country are selling our records. Why don't you? You will find an advance list of June, July and August records in this issue. All these records are ready for shipment. Place your orders at once.

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**The United Hebrew Disc Record Co.**

257-61 Grand Street, New York.  
(Grand Theatre Building.)

material was of substantially the same thickness throughout, its application to a tapered core resulted in a variation in the density of the fibrous mass, such density gradually increasing from the upper and smaller end of the core toward the lower and larger end thereof. This variation in the density of the fibrous mass resulted in very considerable variations in the distribution of the wax-like material going into the make-up of the resulting articles. Thus where the record or blank was thinnest there would be a relatively great mass of fibrous material and a relatively small amount of the wax-like material, and at the thickest end a relatively small amount of the fibrous material and a disproportionately large bulk of the wax-like substance. These variations in the structure of the composite article resulted in unequal expansion and contraction through the mass and made the proportion of discords due to cracking objectionably large.

The object of the present invention is to overcome this objection and to permit of the manufacture of sound records and blanks which shall be substantially uniform both in bulk and in structure throughout their entire mass. This will be so whether the improved apparatus is used in the manufacture of composite records of the type described in the patents before referred to.

Figure 1 is a sectional view of the improved apparatus in its preferred form, and Fig. 2 a front elevation of the core.

SOUND RECORD OR BLANK. Walter H. Miller, Orange, N. J., and Alexander N. Pierman, Newark, N. J., assignors to New Jersey Patent Co., Orange, N. J. Patent No. 790,517.

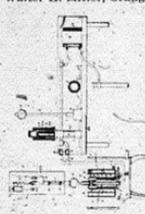
This invention relates to improvements in sound records or blanks, and particularly of the type described in Patent No. 726,966, dated May 5, 1903, in which the usual wax-like article is intimately associated with a very considerable mass of a fibrous material, so as to result in the production of a record of greatly-increased durability.

Heretofore some sound records or blanks adapted for use on talking machines of the phonograph type have been formed on their interiors with one or more ribs of substantially the same depth throughout, and since such articles are used on a tapered mandrel, these ribs or projections are of increasing diameter. Consequently the thickness of the main portion of such records or blanks has varied from one end to the other. Owing to this variation in bulk of material, variations in temperature result in variations in expansion and contraction, and consequently the proportion of discords due to cracking has been objectionably large. Furthermore, in the manufacture of such duplicate sound-records the thinner portion of the record first contracts away from the mold, while the thicker portion thereof is still in contact with the mold, and consequently opportunity is offered for longitudinal contraction of the record to result in some distortion of the record-groove, producing "echos." The objections noted are even more prominent in the manufacture of durable records of the type described in the patent above referred to, for the reason that in winding sheets of fibrous material around a tapered core the density of the fibrous material will be much greater at the larger end of the core than at the smaller end, and thus permits a disproportionately small amount of wax to enter the make-up of the record at its thin end compared to its thick end. Consequently the liability of cracking due to unequal expansion or contraction is increased.

The object of the invention is to provide a sound record or blank in which these objections are overcome.

Figure 1 is a sectional view of a composite, or durable, record or blank embodying our present improvements; Fig. 2, a cross-sectional view on the line 2-2 of Fig. 1, and Fig. 3 an enlarged vertical sectional view of a duplicate sound-record embodying the invention.

ART OF PRODUCING MOLDED RECORDS OR BLANKS. Walter H. Miller, Orange, N. J., and Alexander N. Pierman, Newark, N. J., assignors to New Jersey Patent Co., Orange, N. J. Patent No. 790,518.



This invention relates to the production of molded phonograph records and blanks, and has for its object the provision of a process whereby the records and blanks may be produced cheaply and may be removed from their molds in the least possible time and with the least possible injury thereto as regards the surfaces of the said records and blanks.

In the drawing which accompanies this specification is shown in sectional elevation cer-

tain apparatus by means of which the invention may be carried out.

PHONOGRAPHIC RECORDER. Peter Weber, Orange, N. J., assignor to New Jersey Patent Co., Orange, N. J. Patent No. 790,542.

This invention relates to improvements in phonograph recorders in which the diaphragm carrying the stylus is in turn supported and carried



by a casing movable by gravity, so as to engage the stylus with the blank, and has for its object to improve the manner of pivotally mounting the diaphragm casing on the body of the device.

Figure 1 is a vertical sectional view of a recorder embodying one form of the invention, and Fig. 2 a bottom plan view thereof.

## Phonograph Perfection

is attained by the use of the

### PHONO-CONSONATOR.

Thousands in use throughout the United States have attested this fact. Built on scientific principles it is bound to succeed. No one short of deafness can fail to detect the difference. Send for descriptive circular.

Price, \$3.50

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## 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, 786-788 Mission St., San Francisco, Cal.  
Also PACIFIC COAST JOBBER for EDISON PHONOGRAPHS, RECORDS and ACCESSORIES

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(PATENTED THROUGHOUT THE WORLD)

The Perfect Self Playing Piano. It Operates 50 Per Cent  
Easier Than Any Other.

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POSITIVE IN ACTION.  
SLUGS WILL NOT OPERATE IT.

We also Manufacture the "Pianotist" and "Nicklin" Piano Players, which can be fitted to any Upright Piano.

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## TRADE NEWS FROM ALL POINTS OF THE COMPASS

There seems to be no end to what is being done in the talking machine line. Mr. Brown, of Brown, Page & Hillman Co., Peoria, Ill., says he believes there are people now living in Peoria who will before they die be able to gather around the court house and listen to the inauguration ceremonies at Washington, and hear every word when uttered there.

H. S. Price, of the Price Phonograph Co., says he is enlarging all his stores and making ready for a large fall business. His new store at 1260 Broadway, Brooklyn, N. Y., is, he believes, the finest store in Greater New York, showing the Edison line complete. At the Poughkeepsie store, the manager, Clinton G. Price, has enlarged his store space and has had a large electric sign with the word "Edison" placed on the building. The company have on their list three stores to add to their chain of establishments, making seven in all that will be opened in time for the fall season. Their Jamaica (L. I.) store was sold to the F. B. Cooper Phonograph Co. The Price Co. expect to manufacture a few novelties for talking machines in a short time.

A. N. Pettit, patentee of the duplex disk record, and brother of A. P. Pettit, with the Douglas Phonograph Co., New York City, has opened a new store at 318 North Howard street, Baltimore, Md. He handles the Victor and Edison lines, and during the exposition which opened Monday and continues for the remainder of the month, Mr. Pettit is making an elaborate and notable exhibit of talking machine goods.

The Columbia Phonograph Co., Gen'l, recently opened a handsome new talking machine department for Rothenberg & Co., New York, having withdrawn from the 14th Street Store entirely. The latter establishment's department will be controlled by Sol Bloom, introducing the Edison and Victor goods.

R. S. Pribyl, formerly with the Jacot Music Co., has joined the American Record Co.'s traveling corps, and is spoken of as leaving a "blue" streak of records through the East, his territory.

Otto Goldsmith, 1284 Broadway, New York, bought his initial order from A. T. Doty, of the Victor Distributing & Export Co., and will handle the Victor line exclusively. Judging from the locality his success seems assured.

H. J. Hagan, one of the expert record makers of the Universal Talking Machine Mfg. Co., New York, is now in Cuba taking a repertoire of native singers, orchestras and bands. He sailed May 27 and will be gone about two months. Geo. K. Cheney, the chief of the company's record-making department, leaves for China, via San Francisco, the middle of July, and expects to be secure master records on the spot, and as Mr. Cheney is one of the most proficient men in the business, splendid results are anticipated.

F. W. Woolworth & Co., proprietors of the famous chain of "five and ten cent stores" throughout the country, are opening a line of talking machine establishments in New York, Philadelphia and Atlantic City, N. J., under the name of the Musical Echo Co.

Henry B. Bateson, president of the Universal Talking Machine Mfg. Co., has the honor of being the first Victor jobber appointed. The Eastern Talking Machine Co., Boston, Mass., was the second.

During the past couple of weeks Harry Jackson, he of the six stores in New York, and one each in Brooklyn, N. Y., and Hartford, Conn., has been having a "\$1 disk record sale at 29

cents—all new and latest selection." Jackson is one of the money-making prodigies of the business.

M. Bancroft, late manager of Cluett & Sons' stores, in Schenectady, N. Y., owing to ill health, is working up the outside trade, while C. G. Russell, formerly of the Syracuse place, is in charge of the establishment. Their talking machine department is expanding rapidly, and a splendid Victor trade is reported.

Thos. Goggan & Bro., Galveston, Texas, music and piano dealers, have an important talking machine department, and they carry a large stock of goods, for which they have a distinctive catalogue.

Fröst & Davis, Manhattan, Kan., recently incorporated the entire barn-door folder of the Universal Co. in their local newspaper advertisement. This effective circular, fold and all, was permanently pasted to their space and sent broadcast, a piece of enterprise favorably commented upon by the knowing ones in the trade.

The Edison Gesellschaft G. m. b. H. of Berlin, the company who are controlling the Edison products in Germany, are making great headway. They have been established a little over twelve months, yet during that short time have made such excellent progress as to warrant the expectation that they will soon be rivaling the enormous output of the British company.

The new rigid arm disk graphophones now being manufactured, will be ready for delivery in large quantities at an early date. Samples already re-distributed have been received with great favor.

There is unquestionably a large demand for a good line of record cabinets that can be sold at reasonable prices. In this connection the Hawthorne & Shibley Mfg. Co. remark: "Many of the cabinets already on the market are either too expensive or else they are so cheaply constructed as to deter them from the homes of people who can afford to own talking machines. We have been working for some time endeavoring to get up a line of cabinets that would be attractive in appearance, have large record capacity, and could be sold at reasonable prices. We are just plac-

ing this line on the market, and from all accounts they are going to meet with a most favorable reception, as we believe they offer better value for the money than has heretofore been possible."

On Saturday, the 10th inst., H. Finberg closed with the Universal Talking Machine Mfg. Co., and from that date will represent them in the North-western territory, expecting to make his headquarters in Chicago. Mr. F. is said to have had an excellent business up to the present time with the Talkophone Co., closing some good deals while with them.

Harry Michloskey, the very popular manager of Samuel Landau's music store, Wilkesbarre, Pa., reports business as very satisfactory indeed, especially in Victor and Edison goods. Harry is a worthy successor to his brother, S. P. Michloskey, who is handling talking machines in Scranton. Mr. Landau's May business was far in excess of the same month last year.

C. C. Garrison, of Schenectady, N. Y., who recently bought out the old electrical firm of E. C. Bechtold & Co., Pittston, Pa., and made a wonderful success of it, has put in a number of improvements, among which is a talking machine department, that is second to none in the town. Mr. Garrison reports this branch of his business as increasing, and is delighted at the prospects.

James F. Clune, the well-known and popular music dealer of Willimantic, Conn., reports his talking machine trade as increasing very rapidly. This is hardly to be wondered at when it is known that Jim is not only a hustler, but is exceedingly popular, and knows every man, woman and child in Windham county.

Edmund E. Buehn, who with his brother, L. Buehn, controls the Wells Phonograph Co. of Philadelphia, and represents the firm on the road, reports business excellent, considering the season, especially in Edison and Victor goods. Mr. Buehn has just completed his Pennsylvania circuit, which he makes every month, and is very well pleased with the condition of his order book. The Messrs. Buehn took hold of the Wells Co. some two years ago, and have built up, in that short time, a very satisfactory business. They are especially pushing the American "Indian" records, flower horns and carrying cases, which are giving universal satisfaction among their dealers.

G. N. Snyder, manager of Ludwig & Co.'s Wilkesbarre, Pa., store, reports the talking ma-



## 75,000 Records Carried in Stock

If you are not satisfied with your present service send us your next order for Victor or Edison Records and let us show you what we can do. We pride ourselves on our ability to fill your orders promptly and complete. We also carry a large stock of Horns, Cabinets and Carrying Cases.

SEND US YOUR NAME AND WE WILL SEND YOU SOME INTERESTING ADVERTISING MATTER

## HOOVER-BALL COMPANY

Wholesale Distributors of Victor and Edison Machines and Records  
NEWARK, OHIO



chine business exceptionally good. In two years he has nearly doubled the sales. Among the many improvements he has made is a very handsomely decorated and sound-proof talking machine department, to which may be credited the increase and the satisfaction that has been expressed by all his old customers and the new ones he is gaining every day. This example only goes to show what is bound to occur when having a separate department for talking machines. Mr. Snyder believes in advertising and besides running newspaper ads. every day, he also gives weekly concerts and finds the increased business has more than paid for the expenditure.

J. Fisher, one of the popular representatives of the Victor Talking Machine Co., who has heretofore worked in the Middle West, has been transferred to New York State and Pennsylvania, and is duplicating his western sales. As Mr. Fisher's home is in Buffalo, and the change allows him to get home every two weeks, it is not necessary to say he is well pleased with the shift.

The Elmira Arms Co., Elmira, N. Y., the Edison jobbers, have taken up the jobbing end of the Victor roods, and will in all probability duplicate their Edison success. The Elmira Arms Co. have within the last two years added automobiles to their many lines and have one of the finest and

most complete garages on the southern tier, and their success in this line is phenomenal.

Owing to the increase in business The Talk-O-Phone Co., of Chicago, have decided to give up their old quarters at The Palmer House, and establish offices at 911 Steinelway Hall, 17 E. Van Buren street, C. H. Wyatt being in charge. Mr. Wyatt will be pleased to welcome all visitors.

A new line of combination Victor talking machine and record cabinets of special designs, have lately been placed on sale by the Douglas Phonograph Co., 89 Chambers street, New York. The decorations, embellishments and finishes of these goods, intended for disks and cylinders, are extremely handsome, ranging in price from \$125 to \$1,000, the latter having solid gold trimmings. They will be ready for the fall trade, though of one pattern. When placed on the floor the first day twenty were sold. Their special cabinet catalogue will be off the press about July 15. Another specialty just placed on the market by this progressive jobbing house is a new needle, called the Douglas, consisting of a steel shaft or core of peculiar temper, finish and adaptability, enclosed in glass. It has a soft, yet resonant tone, does not scratch and will play one hundred records without the slightest injury to the disks. The sales of the firm are of good size, one of a fortnight

since a single dealer, of \$2,700, and another of \$3,000 last week. The arrangement of their store floor is not only admirable for the practical handling of business, but is attractive and a model in its way.

The Bettini Phonograph Co.'s new establishment, 156 West 23d street, New York, is being warmed into splendid working trim by Manager Warner. Large gold signs are in place on the building's front, and the spacious show windows are similarly adorned. Handsome demonstrating booths have been erected on the store floor, and the arrangements for carrying both disk and cylinder records are excellent. Besides Jobbing the Edison and Victor lines they are the exclusive American agents of the Odeon talking machines and the Hymnophon, which are of foreign origin.

The sacred songs, with organ accompaniment, being placed on the market by the American Record Co., Springfield, Mass., have all the tone and quality of that impressive instrument in realistic form. The numbers, of which there are eight, are sung with feeling and expression that will appeal to people who like that class of music. The traveling corps of the company keep a-going with purposeful celerity. E. A. Hawthorne, chief of the sales manager, who was in Pittsburg, Pa., early this week, returned to-day. C. W. Noyes, at Memphis, Tenn., this week, is en route to the Pacific Coast, which he calculates reaching about July 1. Wm. McArdle, who has been in Canada, is on his way to Cincinnati, from which point he will again return East.

W. V. P. Bradley, formerly with the Talk-O-Phone Co., and subsequently traveling for the Universal Talking Machine Mfg. Co., is now manager of sales of the International Record Co., New York. Besides looking after the principal city trade, he also travels.

#### A PROGRESSIVE PORTLAND DEALER.

(Special to The Talking Machine World.)

Toledo, O., June 13, 1905.

Fred W. Graves, head of the firm of Graves & Co., Portland, Ore., one of the largest and most progressive music houses in the Northwest, was here last week visiting the Talk-O-Phone Co. Graves & Co. handle large quantities of Talk-O-phones, and Mr. Graves stated that the Talk-O-Phone is one of the best machines on the market. Their success with this line, he stated, is phenomenal. He was somewhat surprised at the magnitude of the Talk-O-Phone Co.'s plant in Toledo, and predicts nothing but success for the Talk-O-Phone Co. on the coast.

Mr. Graves is making quite an extensive trip through the East and will return in plenty of time to enjoy the festivities of the Portland Fair. He says Portland is the best town on earth.

#### SOME EFFECTIVE PUBLICITY.

Manager Mitchell, of the Victor Distributing & Export Co., 77 Chambers street, New York, is putting out an effective line of printed matter. His latest, "No Dead Stock," a four-page leaflet in colors and typographically correct in every essential, takes up the most question of old or worn-out records. His second proposition, in connection with returned ("No Zps"-phone and Columbia records only ("Victor, Zps-") are explicitly explained, and are of distinct advantage to every dealer who realizes what dead stock means and desires to save the room.

The balloon which was reported as having ascended and floated over City Hall recently, was unable to go up on account of the poor quality of the ordinary illuminating gas. Mr. Thoma, however, is determined to have the balloon accomplish the specified stunt, and this means success will crown his efforts eventually or he will know why.

The talking machine was much in use at May day parties in Central Park last month.

## The Original--Others Are Imitations

Better than Classroom Instruction

LEARN AT HOME IN SPARE MOMENTS  
TO SPEAK

# French, German, Spanish or Italian

You Learn Quickly, Easily, Ploasantly, and at Little Expense

A Marvelous Twentieth Century Achievement, by which the Greatest Linguist of the day will PERSONALLY instruct you. No longer unnecessary memorizing of verbs, declensions, or rules. YOU HEAR the exact pronunciation of each word and phrase thousands of times if you like, and require but a few minutes' practice in spare moments to acquire a thorough mastery of conversational FRENCH, GERMAN, SPANISH, or ITALIAN. College professors all over this and other countries, and the press generally, indorse this perfect and natural system of teaching languages.

## LANGUAGE PHONE METHOD

Combining Three Great Helpers in One

### Some of Its Surprising Features

1. You have the LIVING, SPEAKING VOICE of the professor, who, with ease and purity of utterance, gives you the foreign sounds clearly, distinctly, and correctly.
2. He will speak slowly, syllable by syllable, or rapidly and continuously, just as you wish; and will repeat twice, ten times, a hundred times, if necessary, until you have mastered the lesson.
3. He will never tire, never become impatient or fretful.

The Ear, the Tongue, the Eye, the Mind, are trained simultaneously, and pleasantly acquire conversational fluency in the language of their choice.

### CORNELL UNIVERSITY

Ithaca, N. Y., May 2, 1905.  
Gentlemen--For some weeks I have been testing your Language Phone Method as a learner. At first I was not disposed to take the method seriously, but now it has my unqualified commendation. What at first supposed to be serious defects of pronunciation and accent now give me no trouble at all, and are of no real consequence.  
The points you claim in favor of the system, such as the possibility of repetition at will, the association of ear and eye in gaining the sense, the training in recognition of rapidly spoken language, and the opportunity of testing and correcting one's efforts at pronunciation are all well taken.  
My own experiments have convinced me that, for the individual learner who wishes to describe of a language, your method is the best. I believe that the phone could be advantageously used with classes. Very truly yours,  
CHAS. DOUGLASS, Ph. D.

### DEPARTMENT OF ENGLISH

Princeton University  
May 19th, 1905.  
The International College of Languages, New York, N. Y.  
Gentlemen--I have listened to a demonstration of the Language Phone Method in French, Spanish and Italian and Spanish with great interest.  
In German, with which I am most familiar, I feel free to say that the pronunciation is clear, sharply defined and correct.  
I should judge that in contrast of this nature would be of great advantage to a student desiring of acquiring a correct pronunciation of German.  
Yours truly,  
T. M. PARROTT,  
Professor of English Language and Literature.

### Some of Its Surprising Features

4. You may have ten minutes or ten hours, one lesson or a hundred, all at the same small cost.
5. You may have this oral instruction all to yourself, or you may share it with a whole family or class at the same time.
6. You can even RECITE ALOUD, following the professor, and compare your own words with the pronunciation of the professor as heard on the phone--a wonderful advantage.

the busiest people can quickly and

### UNIVERSITY OF PENNSYLVANIA

Department of Philosophy & Homatic Languages and Literatures  
Philadelphia, May 26, 1905.  
The International College of Languages, New York, N. Y.  
Gentlemen--I was astonished by the remarkable clearness and accuracy with which your Language Phone reproduces the sounds of the human voice.  
I have heard only the French records, but they are admirable and facilitate immensely the acquisition of a good pronunciation, which has always been one of the greatest difficulties in the learning of languages. I can heartily recommend your method to all who are studying a foreign language.  
Yours truly,  
H. GO A. HENNING, Ph. D.,  
Professor of Romance Languages and Literatures.

INTERNATIONAL LANGUAGE PHONE METHOD  
1169 Metropolitan Building, Broadway and 16th St., New York City.

THESE CUTS SHOW

# PEERLESS NICKEL IN PIANOS SLOT

IN USE AND LETTERS STATE WHAT THE BUYERS  
SAY OF THE PEERLESS AUTOMATIC PIANOS



HARRISBURG, PA., December 9, 1903.  
PEERLESS PIANO PLAYER CO.,  
Roth & Engelhardt, Proprietors,  
2 East 47th Street, New York.

*Gentlemen*:—Your request for a photograph of my place of business showing the position of the piano which you sold me July 17, 1902, affords me an opportunity to express my utmost satisfaction with the instrument. My investment of \$700 has been nearly doubled by my receipts to this date, while the enlivening effects of the music has caused a marked improvement in my business. Aside from the material benefits I have received my commendation also extends to the practical workings of the instrument itself. It is not only ornamental, but produces a harmony of which the human finger is not susceptible and the surprising feature to me has been its freedom from the necessity of repair.

Yours truly,  
D. K. MILLER.

This piano took in \$2,030.15 in 32 months.

CINCINNATI, Jan. 28, 1904.  
MESSRS. ROTH & ENGELHARDT,  
Windsor Arcade, New York City.

*Gentlemen*:—I am well pleased with the PEERLESS PIANO, and cannot say too much in its praise, as I have heard other Self-Playing Pianos, and will say the PEERLESS is the one to buy.

Yours respectfully,  
L. FISCHER.



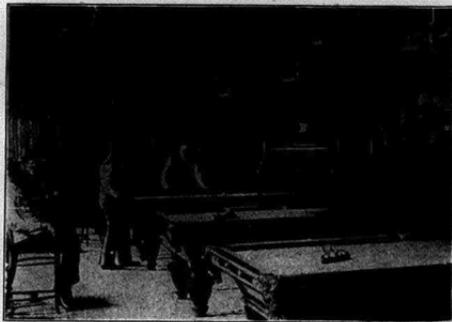
MALONE, N. Y., June 18, 1903.  
ROTH & ENGELHARDT,  
Proprietors Peerless Piano Player Co.,  
New York City, N. Y.

*Gentlemen*:—The PEERLESS ELECTRIC PIANO, operated by a nickel, which I purchased from you for my billiard parlors about a month ago, has given perfect satisfaction and is the greatest entertainer I have ever seen.

It has been kept playing continually day and night, and has certainly been a tradq drawer besides being a good investment.

Thanking you for your efforts to get the PIANO to us on the exact date agreed upon, I am,

Yours very truly,  
E. E. HOGLE.



ROTH & ENGELHARDT, WINDSOR ARCADE FIFTH AVENUE NEW YORK  
PROPRIETORS PEERLESS PIANO PLAYER CO.



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