

The TALKING AND NOVELTY NEWS MACHINE WORLD

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This Will Interest You!

Do you realize the money-making possibilities of coin-operating machines? When their merits are properly presented they at once compel the attention of business men, for they attract a steady stream of coin. They make dollars while you sleep.

The Regal players are now found in some of the leading cafes, hotels and restaurants, where they are making easy dollars daily.



REGAL PLAYER IN SPAULDING'S RESTAURANT, 42 HANOVER STREET, BOSTON, MASS.



VEITH'S CAFE, 44 COLUMBUS AVE., BOSTON, MASS., SHOWING REGAL PLAYER

The Regal players are very attractive and ornament any public place. You can largely increase your income by securing the Regal agency. You can make sales which will astonish you.

**The Regal
Piano and Player
Company**

889 Southern Boulevard, New York



We want to hear from every one who has a talking machine, and is interested, to get



BETTER RECORDS

That's the Kind We Make



We know it, and we want others to know it.



"ASK FOR THE BLUE ONES"

Our Number 9 bulletin contains some seasonable dance music. We are having quite a run on it. A postal card will put you in touch with the BETTER records you are looking for.



American Record Company
Hawthorne, Sheble & Prescott
Sales Managers, - Springfield, Mass.



The Talking Machine World

Vol. I. No. 8.

New York, August 15, 1905.

Price Five Cents

CHICAGO'S NEWS BUDGET.

Business Active—Many Noted Record Makers Call—Much Edisonian Activity—A Model Jobbing House—Goodwin a Golfer—Other Items of Interest.

(Special to The Talking Machine World.)

Chicago, Ill., Aug. 12, 1905. The month of July certainly exceeded the expectations of local dealers in talking machines. The general report is that trade during the month kept right up to the June standard. The trade attribute the fact to the general growth of the business and to the increasing desire for machines for out of door purposes. A feature noted by several is the number of high-priced machines sold. The demand for records has been something phenomenal for the season. There is a general feeling of confidence in the trade both here and in the country, and preparations are making for a big fall and holiday business.

Chicago has been honored of late with visits from several noted "record makers." Byron G. Harlan, the famous tenor, whose bary tone songs form so material a part of the record catalogues of the various talking machine companies, was in Chicago for a few hours last week. He was on his return from a visit to the "home folks" in South Dakota. He was a caller at the Chicago store of the Rudolph Wenzel Co., Miss Corwin Moran, the popular contralto, was a caller at Lyon & Healy's a week ago. She spent a pleasant hour or so listening to her own voice reproduced by the Victor. Another visitor at the same house was Emile de Gorzora. He came to Chicago to sing the baritone parts in Verdi's Requiem at the last concert of the season of the Apollo Club. The office of the club is at Lyon & Healy's. The secretary first became acquainted with Mr. Gorzora's splendid voice through the Victor records, and straightforwardly wrote and made the engagement. Mr. Gorzora, by the way, has been largely instrumental in securing the magnificent Red Seal records of grand opera stars. He jokingly told the Lyon & Healy people that he had seen much of the great soloists prior to his connection with the Victor Co., but that now he could say that he had embraced them all. Your famous singer is apt to get excited when singing into a machine and is likely to sway his or her body in a manner not calculated to produce the most desirable record. It has been Mr. Gorzora's privilege to gently hold the enthusiastic singers in position and to draw them back the proper distance when they strike the ringing, electrical high notes that the critics rave about.

There is every evidence of Edisonian activity in Chicago. G. M. Nisbett, the Western manager of the National Phonograph Co. finds the conditions quarters at 301 Wabash avenue entirely inadequate for the business and has leased another entire floor in the same building. Mr. Nisbett is greatly pleased with the excellent sales record made in July, a month when business is generally expected to drop off. August

so far has kept tight up to the July standard. He will leave on August 11 for a visit to head quarters. He will return about September 2. One purpose of Mr. Nisbett's visit at this time is to complete the details for establishing a Chicago branch office of the company's recently established commercial department for the installation and sale of the Edison business phonograph. The Chicago branch will of course be under Mr. Nisbett's direction.

The entire traveling force of the Chicago office, seven men in all, will leave in a bunch for the factory at Orange, N. J., on the 26th, to attend the annual conference of the company's travelers. They will return Sept. 2. Speaking of Edison travelers, one of them, P. L. Friteley, who makes Michigan and Indiana, has won fame and a two-page article in the August issue of the Edison Phonograph Monthly by devising a system of "stop" shelving, "enabling the dealer in Edison goods to find a compact and economical method of carrying his stock of records, and one too, that will make an attractive display, showing the value of his stock." The article in question fully describes the plan and is embellished with numerous illustrations.

Dealers visiting Chicago have a surprise awaiting them if they have not called at the great jobbing house of James Lyons, at 192-194 East Van Buren street. Mr. Lyons carries every talking machine and every record made, and besides has a full line of supplies, such as horns and supports, record boxes and carrying cases, cabinets, language courses for home study, repair parts for all machines, etc. Going through the establishment, one finds himself in a regular maze of record-cases and shelving, all full to the top. The stock is something tremendous. Overhead and everywhere are machines of all makes and a specially constructed balcony is devoted to horns. Every inch of space is utilized, but any record, new or old, can be located instantly, as Mr. Lyons is a master of detail. He issues a record catalogue that is a wonder of completeness and convenience. It is a book of 56 pages. First there is a list of every record alphabetically arranged. Find the title of the record you want and you learn at a glance all the different makes of records in which it appears and whether for instrument or voice.

A second list contains the numbers so arranged that a record can be located from any order number. For instance, an order is received for No. 1137 Columbia disc. Opposite 1137 Columbia disc will be found the number 32469. Turning to 32469, which leads you into the alphabetical list, you will find the title, "Sweet and Low," and that it is made in all makes in quartette and trombone. The phenomenal thing about Mr. Lyons' immense business is that it is the growth of only five months ago.

C. E. Goodwin, manager of the talking machine department at Lyon & Healy's, is an enthusiastic golfer and spends the week ends during the summer in his favorite sport. He is delighted with the manner in which the summer trade has developed. M. A. Healy, of the talking machine department, is spending his vacation at the Healy family home at Lake Geneva.

C. H. Wyatt, who represents the Talk-O-Phone Co. in Chicago, Milwaukee and St. Louis, tells me that he now has no less than thirty important, jobbing accounts in Chicago alone. He has recently received samples of three new types of machines which have already been placed with leading jobbers here and are taking well. These particular machines were made especially for the Chicago trade.

Co. have the figures to show that they, too, are experiencing unusual midsummer activity. July was the biggest month in point of total sales the office has ever known. Furthermore, the local record sales were much in excess of June, this applying to both disc and cylinder records. George Sager, manager of the Joliet sub-office, has been transferred to the management of the Omaha sub-office, while Harry Berger has been transferred from the main Chicago office to Joliet. Bert Dorian, the chief correspondent at the main Chicago office, has just returned from his vacation spent in Michigan.

Hopkins Bros., large Edison dealers at Des Moines, Ia., have recently enlarged their talking machine department. They are preparing for a very fine display at the coming Iowa State fair.

L. H. Lucker, head of the Minnesota Phonograph Co., St. Paul, was a Chicago visitor last week. He was on his return from an Eastern trip. He was jubilant regarding the prospects for an excellent fall and holiday business.

The Boston Store, one of Milwaukee's largest department stores, has recently opened a talking machine department on a large scale. It is under the management of Mr. Van Ness.

C. W. Noyes, Western representative for Hawthorne, Shible & Prescott, sales managers of the American Record Co., left last week for the East on a vacation trip of several weeks' duration.

GEISSLER GOES WITH VICTOR CO.

Widely Known San Francisco Man Will be Vice-President and General Manager of the Victor Talking Machine Co.

L. F. Geissler, with Sherman, Clay & Co., San Francisco, Cal., has become allied with the Victor Talking Machine Co., Camden, N. J., and will assume his new position October 1.

Mr. Geissler is to be the general sales manager of the Victor Co., vice Mr. Douglas, whose delicate health precludes his resumption of this office, which H. B. Babson has been filling temporarily as a matter of accommodation.

Mr. Geissler is unquestionably one of the best posted men in that branch of the trade which pertains to talking machines and small musical instruments of all kinds. He has been for many years intimately associated with the affairs of that great San Francisco concern, Sherman, Clay & Co., and he will carry with him to his new position an experience which must result in tremendous benefit to the Victor interests. Mr. Geissler has a host of friends from the Atlantic to the Pacific, who will extend to him their best wishes in his new field of effort.

Wishire's Magazine has conceived an idea of promoting the principles for which it stands, namely, socialism, by means of the talking machine. Broadcast throughout the country it has sent announcement of two speeches by leading socialists. One of these is entitled "Let the Nation Own the Trusts," and is delivered by Gaylord Wishire, the publisher. The other is a socialist speech entitled "No Confession," delivered by Prof. Walter Thomas Mills.

Here is the Seller!

Our No. 26 holds 252 Cylinder Records.
The largest Cabinet so'd.
Ask your Jobber for the Feige Catalogue we write up for reference.
Special, our No. 10 Office Desk \$18.00

FEIGE DESK CO.
2066 Genesee St.,
SAGINAW, MICH., U. S. A.



The Chicago office of the Columbia Phonograph

PLAIN TALK!

The plainer you talk in your advertising the better the results.
My "copy" is plain talk to the buyer and sells the goods.
Specimen free—ask for it to-day.

R. E. GRANDFIELD, Fall River, Mass.

PRACTICAL SUGGESTIONS AND COMMENTS.

PECULIAR DISCOVERY ANENT DISCS.

M. A. Grant, of the Unique Talking Machine Parlor, Houston, Tex., in a recent communication, says: "From constantly handling records in exhibiting them, we have grown into the habit of letting the machine run whether playing or not, and after putting on a new record, dropping the needle down on to the smooth part of the record, pushing it over until it engages the throat. The writer got lazy one day and failed to take off the record just played; simply laid another record on top of it, and when the needle touched the record heard plainly the words 'All right, Harry.' While there was no perceptible thread on the disc. Afterwards, in showing this same record to one of the firm, it was put on without the other record under it, and it failed to reproduce the words, while by putting a record under it the words came back plainly. It struck us that the under record, acting as a sounding-board made the reproduction louder. If so, is it not possible that some other kind of a turn-table besides metal and felt cover would add to the volume of records? Possibly some of your readers can offer a solution, and possibly some inventor might take the hint and give us a better reproduction than we are getting. We are not grumbling at the present reproduction, but are willing to sell a better one if it can be brought out. The record was a 10-inch Victor."

THE MYSTERY EXPLAINED.

There is nothing mysterious about our correspondent's discovery. The words "All right, Harry," is a notification that the record-maker is ready to proceed, and were not intended as part of the record. Manufacturers, as a rule, employ a colored light to signify that everything is in readiness for the orchestra or singer to prepare, and that the performance should go ahead at once as soon as the light is extinguished. It is only by the merest chance that the needle strikes that particular part of the disc, and possibly the extra record may cause the needle to press that much harder.

IMPROVING SOUND QUALITY.

As for the sounding qualities supposed to be developed, our correspondent is in error. To get the best results a perfectly dead surface—free from all vibrations—is the proper condition. Experiments have been made with various combinations of metal, lead, violin wood, maple, spruce, glass, etc., but the practical results were nil. The same is true of horns, in which it was found that an inch thick lead horn was the best on account of its minimum vibratory character. But such a horn is plainly impracticable in a commercial sense. The same is true of glass, though its ring is musical, and therefore contributory to the musical reproduction of sound. Therefore, after a great deal of study and research and experiment, the present felt-covered turn-table has been universally adopted.

MAKING DISC RECORDS AT HOME.

In the June issue of The World there appeared in this department a question and answer about the above subject. In this connection we have just received a communication from the Neophone Co., Ltd., of London, in which they state that their new disc recording attachment for making records for disc talking machines is now ready. We understand that the new invention can be attached to any make of disc machine in a few seconds. The manipulation is simple and amateurs will be glad to know that the disc machine will no longer be needed for its inability to provide that great source of amusement and pleasure which has been the peculiar function of the cylinder machine up to the present time.

FOURTEEN INCH DISCS.

O. O. Millar, a subscriber to The World, asks the following questions: "I have record-makers discontinued to manufacture the 14-inch disc records, and if so, will you kindly state why?"

"2. Will the Victor people manufacture the autophone or a similar sound-speaking machine?"

Answer: "1. We understand that this size of disc records was largely discontinued because of the lack of demand, and because of their inability to withstand the necessary amount of wear and tear. They are, however, still made to order.

"2. The autophone is controlled in this country by the Victor Talking Machine Co., and doubtless will be manufactured by them and placed on the market as soon as its special utility or particular scope of usefulness is defined. It is not improbable that the autophone will be ready for the American market in the fall."

IMPROVES TONE AND REMOVES BLASTING.

We are in receipt of many complaints from subscribers to the effect that many disc talking machines lose their tone power and quality after average use, and the cause has generally been attributed to the record. A gentleman who has made this subject a special study, noticed that after a little use the mica in the sound box became split, and taking as the base the theory that a split sounding board on a piano caused a deadening of the sound, he constructed a mica sheet of layers of mica that had been split so thin that further splitting became an impossibility, and cemented these layers together with Canada balsam under pressure. The result was a mica that gave a much stronger and purer tone, and did away in a large measure with blasting.

TRANSPARENT WINDOW SIGNS.

In reply to an inquirer, we may say that illuminated and transparent signs for window display are handled by S. B. Davega, New York. They are the invention of Mr. Kaiser, and are being used by all the leading dealers in every

part of the United States. They are inexpensive; costing ten cents per sign, or a dollar twenty per set. Dealers, we understand, are supplied through their jobbers.

NEW HORN CONNECTION.

A new horn connection has recently been patented by the Nova Phonograph Co. of New York. It is made of flexible metal and fits any cylinder machine on the market. It possesses many good points, one of which is indestructibility. It will be ready for trade at an early date.

METHOD OF TESTING SPEED.

W. H. Baugh, of Hastings, Neb., has a method of testing the speed of a talking machine which he claims works to perfection. "I place upon my machine," says Mr. Baugh, "a record of some old familiar hymn, turn to the same selection in a hymn book that contains the music, note the key the selection is written in, start the machine and play the music as written, upon the piano or organ, and regulate the speed of the machine up or down until there is harmony and accord in the music. When this result has been obtained, mark the thread upon the speed regulator slightly so that you can tell if it has been moved. If you will keep the regulator at the speed thus indicated, you will thus get the best results from nearly all the records and obtain a speed of 160 revolutions per minute."

PREVENTS CLOGGING AND WEARING.

J. Newcomb Blackman, president of the Blackman Talking Machine Co., reports that they have been very successful in introducing the Place automatic record brush, of which they are the selling agents. This brush fastens to the shaving knife bar of all cylinder talking machines, and removes any dust that may be on the record, and thus prevents the sapphire becoming clogged and wearing flat. When used with a recorder it brushes the wax off of the record automatically, and leaves a much clearer record.

MAKING RECORDS WITH ORGAN.

Regarding making organ records a correspondent says: "Success will largely depend upon a series of experiments being made. If the room is small, heavily carpeted, and full of furniture, the records will probably be poor; while if the organ stands on the bare floor, and the talking machine on a table with the bell pointing in the direction that will enable it to collect the largest number of sound waves—the door and the window of the room standing upon a little way—a better record will be the result. The piece to be recorded must be timed as regards its length, so that it can be all taken on the cylinder without an abrupt ending. This can be ascertained by running the machine without allowing the cutting stylus to touch the cylinder while the piece is being tried over. The timing being correctly gauged, the machine should be allowed to run several revolutions in order to gain power, before the cutting stylus is put down. The assistance of a friend to look after the machine will be an advantage, and no talking should take



TONE IMPROVER AND MUTE

ATTACHMENT FOR PHONOGRAPHS

No More Buzzing, Inharmonious Nasal Tones

But natural voice and instrumental selections to perfection.

Plays loud or soft without changing speed of Phonograph.

Price \$1.00 each.

J. O. HOUSER MFG. CO., 306 Shady Ave., Pittsburg, Pa.

Slot Weighing Scales

Will earn you \$2.00 per day and upward. The best money earners we manufacture. Price \$35.00

No attention required. Big quick money earners.

Rogers Manufacturing Co. 147 West 23rd Street, New York City

place while the machine is running. It should not be necessary to have any of the stops drawn throughout the piece; this would not allow of proper expression. The knee swells should not be used. Do not have the instrument standing up against the wall—a foot away will be sufficient; if the room is large, it may with advantage stand cornerwise."

BYRON G. HARLAN'S VACATION.

Relates Some Experiences—A Bit of Realism—Sings "in the Shade of the Old Apple Tree."

Last week our representative dropped into the office of the American Record Co. and chanced upon a group of talking machine artists to whom Mr. Harlan was relating some of his vacation experiences. He and his wife had just returned from a visit to Canton, South Dakota, the home of his boyhood days. It is twelve years since he had been there, and there was a happy reunion with his mother and sister, who are still living on the old farm. Mr. Harlan said:

"I had an opportunity to sing 'In the Shade of the Old Apple Tree' with a greater inspiration than ever came to me in singing it in front of a talking machine horn. In the yard by the sitting room window stands the old apple tree, just as it did years ago when I was a boy and used to play in its shade. One afternoon as I was lying on the grass looking up through the leaves of the tree to the blue sky and thinking of the early years I had spent in these scenes, my wife sat down to the piano near the open window close by and began to play the strains of that sweet melody, 'In the Shade of the Old Apple Tree.' I never before appreciated the touching sentiment of this song, and I think I can sing it better in the days to come for that little experience."

Mr. Harlan showed some Indian arrowheads which he had picked up on the Indian reservation near Chamberlin, S. D., which he brought back as souvenirs and gave them to Mr. Prescott. He said when he stooped over to pick them up he immediately thought of the trade mark of the American Record Co., the Indian listening to the talking machine, and remembered that "Music hath charms to soothe the savage breast."

The Nixa Phonograph Co. have just completed an immense collapsible horn of brass. It is ten feet long, five feet in diameter and in five parts. It will be an exhibition at Coney Island until the season closes, after which it will be taken on tour.



(Special to The Talking Machine World.)

London, Eng., Aug. 5, 1905.

You will be interested to learn that the Neophone Co., of this city, have placed on the market their disc recording attachment for making records on disc machines at home. The article which has been so long looked for is creating quite a stir over here, and the company have already booked large orders. It is quite a simple contrivance and the results obtained are excellent.

Your readers will doubtless be pleased to know something of Dr. Michaelis, to whose genius is due the production of the neophone. He has



DR. MICHAELIS.

been associated with the talking machine business in England and abroad for quite a number of years, and his inventions have helped to advance the standard of the talking machine business very materially.

It has always been the doctor's aim to produce a disc record at a popular price, and he now claims that his persistent researches have been rewarded with well-deserved success.

The Neophone Co., who have built up an engi-

neous business in disc machines and records, have branches in France, Italy and Germany, and expect in the very near future to be represented in a very formidable way in the United States, as well as in Vienna and Brussels. They are now working on a twenty-inch size on which it will be possible to record musical selections of from eight to ten minutes duration. Another new feature in these records will be the recording of popular dramatic selections as well as readings from Dickens and other popular authors. Some distinguished chemists have been already employed for testing purposes, and this development of the business will be awaited with interest. The neophone talking machine built under Dr. Michaelis' system has a permanent saphire reproducer, there being no needles to change.

The latest reports from Berlin are that business, particularly in disc records, is on anything but a sound basis, and dealers in talking machines are talking of forming a union to protect their interests. Records are being hawked about by unscrupulous people, who sell them at a small profit, thus creating a false idea of the business. There is a great run in Germany on small disc machines which sell from \$2 upward. They play a ten-inch record right through, and will doubtless find their way to the American market in due course. They should prove a big factor around the holiday season, and a strong competitor for the cheap cylinder machine. The disc talking machine seems to be growing in favor, but the fight for trade is so keen that prices are being cut and the outlook is anything but a healthy one.

Mr. Mellier, manager of the British Zonophone Co., visited Belfast quite recently to interview T. Orlens Osborne, the only factor he has yet appointed in Ireland.

Mr. Malton, representing the Gramophone & Typewriter Ltd., also paid a flying visit, this week, to Belfast in his company's interest, and apprised Mr. Osborne that Mr. S. W. Dixon, the English manager of the Gramophone & Typewriter Ltd., London, might be expected there in September. Mr. Osborne has just ordered from the Gramophone Co., London, one of the Auxotones, which is sure to create a furore when he exhibits it in Belfast. He was the first dealer to introduce the Gramophone in North of Ireland in October, 1898.

Excitement runs high in talking machine circles concerning the new "Twentieth Century" graphophone, one of which was called for to America on July 14th for Mr. Osborne, who is the only jobber for Columbia goods in the North of Ireland.

Thomas H. Macdonald, manager of the American Graphophone Co.'s factory in the United States, has just arrived in the city, accompanied by his wife. I understand that the purpose of the visit is to perfect all the details of manufacturing in the new factory which the company have recently established in London. Mr. Macdonald's fame as an inventor and talking machine expert is widely recognized here, and we are looking forward to more frequent visits from him in the near future.

Pathe Freres have just announced a reduction in the price of their standard records to 25 cents, and their salon records to 27 cents.

The Nixa Record Co., Ltd., recently invited applications for 15,000 six per cent. preference shares of £1 each for the purpose of extending their business, which includes the establishment of a plant for the production of gold-plated records.

SELLING OUT.

Owing to retirement from business will dispose of my entire stock of concert, colophonographs and supplies. Positively no reasonable offer refused. Address Robert Robinson, 279 Ninth St., Brooklyn, N. Y.

The "Resonant" is an Aristocrat

Acme of perfection in reproducing sound is attained by the "Resonant" trumpet

Made of wood, harmonizing with the oak and mahogany cabinets of the Edison, Victor, Zonophone and all other makes of talking machines.

ONE SIZE ONLY. Dimensions: Cylinder Trumpet, Length, 30 in., bell 11 in.

Disc Trumpet (including Tapering Arm), 36 in., bell 18 in.

Skilfully constructed and fully guaranteed in every particular. Built in three layers; two layers running parallel and one cross-grained.

Lighter than paper, more durable than metal, superior in quality of tone, and more pleasing to the eye than any trumpet before the trade. All the beauty of the wood is brought out by our superior process of finishing. Made in quartered oak and mahogany.

"Resonant" for all Disc Machines, \$9.50 "Resonant" for all Cylinder Machines, \$7.50

"Prices Restricted." Patented March, 1905. Discount to Jobbers and Dealers.

"The Aristocrat of high grade Trumpets."

Special horns constructed to order, employing the various colors found in veneers at slightly advanced prices.

Orders can be filled within thirty days.

CUNNIUS & KAISER, OWNERS AND DISTRIBUTORS

Factory: 573 Gates Avenue, Brooklyn

New York Office: 32 East 14th Street

Renowned by the leading talking machine dealers the best and handsomest trumpet in the world.

DENHAM PHONOGRAPHS

and Phonographic Novelties

Denham Phonographs are strictly first-class Talking Machines, manufactured in Germany and Switzerland, exclusively for Edwin A. Denham, 31 Barclay Street, New York.

Notwithstanding the remarkably low prices at which they are offered to the trade, they have not only met with the unqualified approval of every manufacturer of records to whom they have been submitted but have also been

Licensed under the Patents owned or controlled by The American Graphophone Company.

As stated above, all models so far imported are made exclusively for us; but our contracts with The American Graphophone Co.—coupled with our contracts with every manufacturer in Germany and Switzerland capable of turning out first-class talking machines at low prices—assure to us the control of all of the productions of the great German and Swiss factories, so far as importation into North America is concerned.

A full list of Denham Phonographs and Phonographic Novelties will be sent, on application, to any bona-fide dealer who is willing to sign a strict price-maintenance contract.

And we will submit to you at the same time an entirely new and very attractive proposition, relating to some of our best models, under which (at a total cost to you of less than the value of the machines) we will not only deliver these special models free of delivery charges, but will also enable you to offer to your customers a great inducement to buy these Denham Phonographs, and to buy them at prices yielding you exceptionally large profits.

When the preceding (July) issue of The Talking Machine World went to press, we had neither received these special models, nor perfected the arrangements which will now allow us to submit to you the proposition referred to above. On page 8 of that issue, however, we gave some particulars relating to the following 5 remarkable Novelties:

- No. 1.** A first-class cylinder Phonograph to retail between \$4 and \$5.
- No. 2.** A first-class Recording and Reproducing cylinder Phonograph to retail at between \$6 and \$7.
- Note.** All of our cylinder phonographs are supplied with our new horn-support and with a novel device which prevents the reproducer from slipping or sliding along the record. (Patents applied for.)
- No. 3.** "Denham Correspondence Blanks," by means of which correspondence by phonograph is at last made practical.
- No. 4.** English Talking and Musical Postcards—perfectly transparent celluloid disc records, mounted on artistic souvenir postcards. Can be profitably retailed at the same price at which they are retailed in England (sixpence). Can be sent through the mails without injury, and may be reproduced on any disc machine.
- No. 5.** A really practical Disc Talking Machine to retail at between \$4 and \$5.

Edwin A. Denham, 31 Barclay St., New York

NEW YORK

BERLIN

LONDON

We can make deliveries at exceptionally short notice, but if you want to get the full benefit of the big business that can be done in Denham Phonographs and Phonographic Novelties, let us hear from you NOW.

A BIG SUMMER TRADE

is the Verdict of the Leading Concerns' Manufacturers, Jobbers and Dealers.

The summer, regarded as the dulllest period, has been exceptionally good this year. The record has been broken so far as sales are concerned, and the manufacturers have enjoyed a volume of business unprecedented. Dealers and jobbers have contributed like testimony, and in commenting on the situation the Phonograph Monthly says:

"No one is selling as many phonographs and records now as in the first four months of this year, but every jobber and dealer is doing a larger business at the present time than in any month of last year. This statement is borne out by the output and by the orders that are being received with remarkable steadiness and uniformity. With the experience of the past few months before him, and with his knowledge of the present state of trade, every jobber and dealer should now be revolving in his mind this question, 'What shall I do to get even a greater share of this "easy-money" business in the months to come?' The question may be answered thus: Carry a proper stock and let the people know that you have it. Call to mind the business you lost in the past six months because you did not have the stock, and make up your mind to guard against such losses by carrying a larger and more complete stock. If you have had trouble in handling your stock and have lost time when waiting upon customers because you could not find records when you wanted them, spend a little extra time in planning a better way of carrying records. If you do not know how, ask your jobber for some assistance. . . . Don't wait till cold weather brings customers to your store. Get ready now. It is only August, of course, but by the time you make up your order, pass it along and get your goods, it will be from September 1 to 15, and the fall season will be at hand."

H. B. Barklow, who was to have taken hold as manager of the Bristol Phonograph Co-operative Co., Jobbers, New York, July 1, was prevented from doing so until August 1, owing to pressure of business in other lines, with which he had been previously connected. He is now the captain of the concern, and is rapidly acquiring a knowledge of the business. Mr. Warner, the former manager, and one of the moving spirits in the enterprise, was compelled to resign on account of failing health; but this has now been recovered and he proposes opening a third retail store in Brooklyn early next month.

TALKING MACHINE A CIVILIZER.

C. P. Sterns Tells of Trip Through the Philippine Islands in Which a Talking Machine Played a Star Part.

(Special to The Talking Machine World.)

St. Louis, Mo., Aug. 16, 1905.

C. P. Sterns, a former St. Louis newspaper man, has arrived in this city from the Philippines. He accompanied Dr. T. K. Hunt, manager of the Igorrote village at the Philippine exposition, returning his charges, the Bonfor and Suyo-Igorrotes, and a small contingent of Tinguianes, to their homes in the mountains of northern Luzon. Mr. Sterns speaks with enthusiasm of his trip to the Orient. From Manila he visited all the principal towns in the western provinces, and has many interesting stories to tell of his trip. For instance, he adds:

"On my return to Manila we again started for the northern provinces, the doctor and I, and from Candon, we walked the five-day journey to Bontoc, over three ranges of mountains, carrying a talking machine and tulle camping outfit, the former being useful to interest the natives, astonish them and get them near enough to study them at close range.

"Some of our experiences with the talking machine were amusing. At Angauqui, just over the first range of mountains from the coast, I got out the machine and set it going on a grassy spot in front of the town council hall, while the doctor sat on a camp chair, in his pajamas, reading an American magazine.

"I had not noticed that the council was in session, but the doctor knew it, and chuckled to himself as the first strains of 'The Laughing Song' brought two or three of the naked old councilmen to the door, later coming outside and squatting on the grass near the machine. Then others followed, until the entire body, including the president himself, the latter striving by words and gestures to induce his fellows to return and take up the consideration of some most important matters.

"You are going to be arrested for breaking up the meeting," chuckled the doctor, and for a few minutes it did look as if something like that might happen. But finally the president became interested, and getting down on his knees he slowly approached the machine, forgetting the meeting.

"At every town en route similar scenes were repeated. At one place we were invited by the young Filipino teacher of a mixed school to register selections for the benefit of his pupils."

MR. OSBORNE'S UNIQUE TRIBUTE

To "The Talking Machine World"—Sends Record from the Emerald Isle with a Charming Appreciative Message.

Thomas Edens Osborne, who represents the Edison and Columbia talking machines in Belfast, Ireland, is not only one of the most progressive jobbers in the Emerald Isle, but is an enthusiastic admirer of The Talking Machine World. In a communication recently received he says: "On reading your impression of July 15th, just to hand yesterday, I feel constrained to mail you a phonograph record which I made this morning, which kindly accept as a testimonial, indicative of my sincere opinion of The Talking Machine World."

This is a copy of the record made and forwarded by Mr. Osborne, and it speaks for itself: "Scottish Provident Buildings, Belfast, Ireland."

"28th July, 1905.
"Edward Lyman Bill, Esq., Editor Talking Machine World, New York.

"Dear Sir, I cannot refrain from placing on record—in fact, I am now actually doing so (phonographically)—my very sincere appreciation of your delightful and instructive publication, The Talking Machine World. It is replete with information which cannot be acquired from any other source, and which accordingly is invaluable to every dealer and jobber throughout the world. I assure you it is with pleasurable anticipation I look forward to its arrival each month, because I am always delighted with its perusal. May success attend your laudable efforts in the wish of

"Yours faithfully, T. EDENS OSBORNE."
We need hardly say that we keenly appreciate this unique mark of appreciation from our Irish friend and subscriber. It is worthy of mention that his words of praise have been echoed by subscribers not only in this country, but in such far away points as India, Queensland, Australia, Germany, France and various points in South America. For a youngster, The Talking Machine World has made tremendous strides and it will be our aim in the future, as in the past, to keep it in the front rank.

TALKING MACHINES FOR MONKEYS.

Prof. Garner to Pursue Study of Simian Language.

A dispatch from Paris says that Prof. Garner, who made special studies of the Simian language, is now ready for another expedition to the Congo, somewhere near Cape Lopez. He will be equipped with a number of delicate instruments designed to analyze the sensations monkeys feel regarding the impressions of color, form and music. He will carry many talking machines especially constructed by Edison to register the sounds made by the monkeys while he is hidden among them in his green-painted cage. He will sail from Marseilles in a few days.

ADVANCE ORDERS FOR RECORDS.

The officials of the National Phonograph Co. looked forward to the advance orders for August records with considerable interest, according to the Edison Phonograph Monthly. The July orders had shown no marked falling off with the advent of summer, but it was thought that August, with its discounts and the absence of people on vacations, might tell a different story. Consequently, there was rejoicing when the August orders were footed up and the total found to equal those for July. It was then realized that the phonograph business was not to have a dull summer season, and that there was to be no break in the record of the year.

The Standard Metal Mfg. Co., New York, known as horn manufacturers, have a new crane support of unique device and simple application. It will probably be ready for the market in September, and is applicable to the Edison machine only.

BLACKMAN KEEPS DEALERS COOL

No need of your getting WARM over the way your orders are filled in EDISON or VICTOR GOODS. Buy from BLACKMAN and notice how COOLING "BLACKMAN'S" TREATMENT IS.

ORDER A SAMPLE OF THE Place Automatic Chip Brush



PRICE INSTANTLY ADJUSTED TO ANY
25 CENTS. EDISON PHONOGRAPH.

Removes Lint and Dust from Record Automatically. Saves the Sapphire from wearing flat.

Insures a Perfect Playing Record and eliminates the rasping sound. This Brush equally as efficient when recording.

Directions for Adjusting—Remove chip box and adjust brush to stem, regulating the pressure by thumb screw.

Liberal Discount to Dealers.

Blackman Talking Machine Co.

(J. NEWCOMB BLACKMAN, PROP.)

97 CHAMBERS STREET,

NEW YORK CITY

THE GRAPHOPHONE

THE WORLDS BEST TALKING MACHINE

Creators of the Talking Machine Industry.

Originators of the Art.

Largest Manufacturers in the World.

Universally Conceded to be the Leaders.

Makers of the GRAPHOPHONE and COLUMBIA RECORDS.

Built to Suit all Purses.

Insist on Getting the Best.

All's Said!

COLUMBIA PHONOGRAPH COMPANY GEN'L
SOLE SALES AGENT FOR THE
AMERICAN GRAPHOPHONE COMPANY

GRAND PRIX
PARIS, 1900

DOUBLE GRAND PRIZE AND THREE GOLD MEDALS
ST. LOUIS, 1904

WRITE FOR PRICES AND DISCOUNTS.

NEW YORK, Wholesale, Retail, Export, 353 Broadway.

UPTOWN, Retail Only, 872 Broadway.

CHICAGO, 88 Wabash Ave.
PHILADELPHIA, 1019-1021 Market St.
ST. LOUIS, 1115 Olive St.
BOSTON, 164 Tremont St.
BALTIMORE, 231 N. Howard St.
CLEVELAND, Euclid Ave. and Erie St.
BUFFALO, 645 Main St.
SAN FRANCISCO, 122 Geary St.
CINCINNATI, 117-119 West Fourth St.
PITTSBURG, 612 Penn. Ave.

NEW ORLEANS, 628-630 Canal St.
DETROIT, 272 Woodward Ave.
MILWAUKEE, 301 East Water St.
WASHINGTON, 1212 F St., N. W.
TORONTO, ONT., 107 Yonge St.
LOUISVILLE, KY., 624 Fourth Ave.
MINNEAPOLIS, 15 Fourth St., South.
INDIANAPOLIS, 48 N. Pennsylvania St.
KANSAS CITY, 1016 Walnut St.
ST. PAUL, 589 Wabasha St.

DENVER, 595-597 Sixteenth St.
PATERSON, N. J., 126 Main St.
ST. JOSEPH, MO., 716 Edmond St.
OMAHA, 1621 Farnam St.
LOS ANGELES, 323 South Main St.
MEMPHIS, 18 South Main St.
SEATTLE, 1800 North Washington Ave.
PORTLAND, ORE., 271 Washington St.
ATLANTA, 43 Peachtree St.
SEATTLE, WASH., 1311 First Ave.

TRENTON, N. J., 215 East State St.
BRIDGEPORT, CONN., 1161 Main St.
OAKLAND, CAL., 541 13th St.
SPRINGFIELD, MASS., 265 Main St.
FLORIDA, 617 Main St.
LITTLE ROCK, 206 South 11th St.
TERRE HAUTE, 23 S. Seventh St.
JOLIET, 503 Cass St.
SACRAMENTO, 823 J St.

LONDON, Wholesale, Retail, 89 Great Eastern St., E. C.
PARIS, 111 and 113 Rue Montmartre.
BERLIN, 71 Bismarckstrasse.
RETAIL BRANCH, 654 Friedrich-Strasse.

RETAIL BRANCH STORE, 260 Oxford St., W.
ST. PETERSBURG, 63 Nevski Prospect.
VIENNA, Seitzgasse No. 14.
GLASGOW, 50-52 Union St.
SYDNEY, N. S. W., 35 Falg's Buildings, Ash St.

MILAN, 9 Via Dante.
CARDIFF, 96 St. Mary St.
CITY OF MEXICO, Calle de Santa Clara, 194.
WARSAW, Marszałkowska 146.

CHINESE INSTEAD OF IRISH

Tunes from the Talking Machine Record
O'Toole to Threats of Action.

Having finished his day's work in the quarry, Mr. O'Toole was sitting on the front steps of his little home enjoying the cool breezes from the river. Up the street came a young man carrying a black box and a big brass horn.

"Good evening, sir," he greeted, stopping before the O'Toole home. "I am introducing the most wonderful talking machine of the age. If you purchase one you get a dozen records free. Just let me play you a selection."

Before O'Toole could get in a word the young man had the machine sitting on the step and was winding it up. O'Toole did not want a talking machine, but when it started playing "The Wearing of the Green" he became interested in spite of himself. When it started on "Why Did They Sell Killarney?" he grew enthusiastic.

"Shure, that is foine!" he exclaimed, patting time with his foot.

"I knew you would enjoy it," replied the young man suavely. "and just think of the pleasure you could have with one of these machines in your parlor. Let me put your order down for one?"

O'Toole thought for a moment and then agreed to take a talking machine. "But see that yez send me twilve records wid Irish tunes," he said, as he made the first payment.

"I'll select them for you myself, sir. These records are a little worn, so I will send up new ones tomorrow."

He left the machine with O'Toole and departed. The next day was a busy day in the O'Toole household. Maggie O'Toole was just sixteen, and the family planned to give a big birthday party.

"Oh just got th' machine in toime," remarked Mr. O'Toole, as he decorated the parlor with flowers. "Shure, an' th'er will be a foine time to-night when thim old Irish tunes start up."

The door bell rang, and it proved to be the boy with the records. O'Toole placed the package on top of the old parlor organ and continued decorating. That evening the whole neighborhood turned out to Maggie O'Toole's birthday party. There were the Finns, the Murphys, the Rileys, the Mulligans, and all the other Hibernians that lived within four blocks. The little parlor was crowded when Mr. O'Toole, in freshly laundered shirt and Piccadilly collar, attached the big horn to the talking machine and started it working.

"Oh will now give yez Channey Oloott's latest song ah' th' old country," he announced, placing on the record. There was a preliminary clicking and then there was a mysterious tinkle of bells. Then there came from the horn a series of barbaric shouts.

"What th' devil!" ejaculated O'Toole in astonishment. "Why, Channey Oloott niver made any sich outlandish noise as that."

The mysterious clanging of bells and wild shouts continued to emanate from the horn until O'Toole jerked away the record.

"Somethin' wrong wid that," he remarked with a frown. "Shure, O'il try another wan."

But the other one was even more of a mystery. Along with the ringing of bells there came a rattle of drums. Then a mixed medley of voices that sounded something like this:

"Youngling! Hoi! Wong-wing-woe! Wang-wang, wang!"

Mr. O'Toole nearly upset the machine in his astonishment.

"Bodad," he shouted, "thot's a lot iv haythin Chinese jabbering together."

"Throw th' records out iv th' window," advised the company. "We don't want any Chinese music at an Irish birthday party."

But before any action was taken the door bell rang and a very excited young man appeared at the door.

"You have the wrong records," he announced breathlessly. "Here are the ones you ordered. By mistake they sent up records intended for a Chinese restaurant down in Chinatown."

And, handing over the Hibernian tunes, he col-

lected the Oriental records that contained selections from a performance in a Chinese theatre. "Faith, O'im glad yez came," said O'Toole, "for O! don't want me parlor to be a chop suey joint whin Maggie has her birthday party and comin' out reception."

And soon the strains of "Killarney" told that the machine was doing justice to the occasion.

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., August 12, 1905.

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

July 17-21.

Berlin, 15 pkgs., \$188; 38 pkgs., \$1,884; Buenos Ayres, 16 pkgs., \$669; Copenhagen, 1 pkg., \$129; East London, 1 pkg., \$29; Guayaquil, 2 pkgs., \$106; Glasgow, 8 pkgs., \$125; Havre, 2 pkgs., \$175; Hamburg, 9 pkgs., \$156; Havana, 20 pkgs., \$1,468; Kingston, 15 pkgs., \$299; London, 67 pkgs., \$3,549; Melbourne, 195 pkgs., \$4,719; Manila, 2 pkgs., \$932; Naples, 58 pkgs., \$2,990; Para, 10 pkgs., \$184; Singapore, 2 pkgs., \$154; St. Petersburg, 11 pkgs., \$234; 7 pkgs., \$339; Tampico, 8 pkgs., \$612; Warsaw, 3 pkgs., \$132.

JULY 21.

Berlin, 16 pkgs., \$1,435; Callao, 4 pkgs., \$286; Havre, 35 pkgs., \$868; London, 4 pkgs., \$609; 41 pkgs., \$1,742; Limon, 2 pkgs., \$129; Milan, 48 pkgs., \$3,767; Montevideo, 8 pkgs., \$1,004; Port of Spain, 10 pkgs., \$189; Para, 10 pkgs., \$327; St. Petersburg, 14 pkgs., \$886; St. Johns, 15 pkgs., \$232; Santiago, 10 pkgs., \$344; Sydney, 9 pkgs., \$196; Vienna, 6 pkgs., \$312.

JULY 21.

Berlin, 17 pkgs., \$1,026; Copenhagen, 7 pkgs., \$490; Glasgow, 6 pkgs., \$137; Havana, 5 pkgs., \$219; 25 pkgs., \$1,398; Havre, 3 pkgs., \$203; Karachi, 29 pkgs., \$281; La Guayra, 4 pkgs., \$209; London, 5 pkgs., \$125; 79 pkgs., \$2,556; Manila, 6 pkgs., \$860; Melbourne, 127 pkgs., \$2,729; St. Petersburg, 8 pkgs., \$523; Sydney, 99 pkgs., \$1,456; Valparaiso, 22 pkgs., \$341.

AUGUST 7.

Berlin, 35 pkgs., \$1,008; Bombay, 5 pkgs., \$215; Buenos Ayres, 58 pkgs., \$2,198; Cairo, 4 pkgs., \$182; Cardiff, 4 pkgs., \$109; Glasgow, 71 pkgs., \$1,673; Halifax, 8 pkgs., \$121; Hamburg, 4 pkgs., \$574; Liverpool, 4 pkgs., \$216; London, 877 pkgs., \$8,715; Montevideo, 4 pkgs., \$299; Para, 8 pkgs., \$295; Santiago, 6 pkgs., \$169; St. John, 8 pkgs., \$121.

EDISON PHONOGRAPHS FOR TEACHING.

(Special to The Talking Machine World.)

Hutchinson, Kan., Aug. 12, 1905.

The Salt City Business College of this city, like many similar institutions throughout the country, is making splendid use of talking machines as instructors. In the shorthand department of this college is to be found a magnificent Edison phonograph, which is used to dictate business letters at a high rate of speed to advanced students. These machines are now used in business offices throughout the country for the purpose of facilitating the work of manager and stenographer, and the Salt City College proposes to give its students experience along this line before they accept situations.

C. K. Haddon, treasurer of the Victor Talking Machine Co., the head center, got back from Europe on Wednesday of last week, aboard the Kaiser Wilhelm der Grosse, President Johnson, who was expected on the same steamer, deferred his return until later, and in the meantime the actual consolidation of the Gramophone & Typewriter Co., Ltd., London, Eng., and the Victor is more talked of than ever.

A Concert of the Powers is not to be compared to a concert on the talking machine.

A Free Language Demonstrating Outfit

The study of languages with the aid of the phonograph is daily becoming more popular. People are realizing the many advantages to be gained through the knowledge of a foreign language, and dealers are receiving increased demands for language outfits. Those representing "double service" are increasing their sales from ten to thirty per cent. It won't cost YOU anything to find-out whether or not you can thus increase YOUR business through the

I.C.S. LANGUAGE SYSTEM

with
Thomas A. Edison
PHONOGRAPH

If you will fill out and mail the coupon below, we will send, without any expense to you, a demonstrating record containing words in four languages, and a set of pamphlets giving the translation of the words and sentences reproduced by this record. These records are made by the gold mould process from perfect masters; the pronunciation is guaranteed to be absolutely correct.

Will you let us help you boom your sales?

MAIL THIS TO-DAY.

Not Good After September 15, 1905

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

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

Name _____
Address _____

FUTURE OF THE POSTCARD RECORD.

A Novelty Which Has Captured the Fancy of the Public—Some of Its Possibilities—Experiments in This Field Going Steadily on.

There can be no doubt that the postcard attached to which is a disc-record has begun to capture the fancy of the public, and that the demand for this interesting and amusing novelty will be increased steadily. But the future ideal of the "speaking" postcard will be of a far higher utilitarian value. No longer the problem to convert what is to-day a very ingenious toy into a medium of exchange of thoughts (taking the place of written communications) is solved.

This ideal letter should be composed in the following manner: The sender places a piece of paper into his machine, speaks his communication into the receiver, and then dispatches the letter in the ordinary manner. The addressee will then place it on his own machine, and its contents will be spoken to him as often as he wishes.

It stands to reason that the paper used will have to be of a special kind. An attempt has been made recently to manufacture such a letter or postcard by using so-called "calibrated" paper, employed in art printing. Upon this paper a phonographic record was made without the help of galvanoplastic and hydraulic pressure, with the result that this record can be reproduced on a suitable machine (which looks very similar to a "Neophone") without the impressions suffering to any great extent. We hear that an influential syndicate has been formed in Paris to exploit this invention, and will soon be in a position to place suitable machines, which will be able to record and reproduce such letters, on the market.

With the above experiments it seems as if we were entering into a new epoch in phonographic industry. Proofs exist (see the Phonographische Zeitschrift) that it is possible to make and reproduce direct records on this paper. Further

and more complete improvements can only be a question of time, because the real crux of the matter lies in finding a coating of the paper which will be soft enough to allow of an impress, and at the same time hard enough to permit it to be recorded. Whether this be done according to the photograph or the gramophone system—that is to say, with a horizontal or perpendicular diaphragm—is *per se* quite immaterial.

THE EDISON COMMERCIAL SYSTEM

Is Being Installed in Many Leading Institutions Throughout the Country—Edison Business Phonographs in Great Demand.

With the establishment of a separate department for handling the Edison Business Phonograph, the National Phonograph Co. have issued a special catalogue, gotten up in a most attractive manner, with tinted half-tones and typographically perfect. In the opening chapter the purpose of the system is treated as follows:—

The Edison commercial system makes it practicable and advisable to centralize the typewriting force of any office—a fact that alone should recommend it to office managers as a genuine economy and an excellent means for disorganizing business. Less apparent, perhaps, but of still greater value, is its convenience to the "brains that direct." The phonograph makes the department head independent of office routine, and enables him in privacy to give greater concentration, consciousness and freedom of thought to business correspondence.

The necessity for a separate department to install and maintain the Edison commercial system has been impressed upon the undersigned company, operating under Mr. Edison's patents. To that end the "Commercial Department" will establish branch offices throughout the principal business centers in this country and abroad to carry out its plans, for which the company will be fully responsible. This catalogue has been written simply and directly for business men, avoiding technical terms and descriptions. Its

mission will be accomplished if the reader is prompted to ask for a practical demonstration of the system and our prices for installation."

TALKING MACHINE IN NEW ROLE.

Displacing the Street Organ and Attracting Better Audiences—May Prove Quite a Feature With the Sons of Sunny Italy.

The hand organ of years ago, with the familiar attachment of a mangy monkey, is so rarely seen since the advent of the mechanical piano as to be regarded as a curiosity. Now a new arrival to the street piano on wheels has put in an appearance, and in time we may see that instrument of torture relegated to the back alley junk heap.

A few nights ago an Italian appeared in the vicinity of Washington Square with a very good talking machine mounted on a pushcart arrangement and opened his concert. In a short time he had collected a big crowd around him, and it was with difficulty that the "cop" on the beat managed to keep a path opened for pedestrians.

Whenever a record of some popular song was placed on the machine, hundreds of voices took up the refrain, and calls of "play it over" were not infrequent. The repertoire presented was a good one, embracing every variety of selection. It goes without saying that the "tambo" passed by his colleague received far better attention than is usual, and the verdict of the street arab was, "he's got dem planers skint."

C. H. WILSON AGAIN IN HARNESS.

C. H. Wilson, general sales manager of the National Phonograph Co., who has been enjoying a well-earned vacation for a fortnight in the woods back of Saratoga Springs, N. Y., was at his post of duty Monday of this week. His general physical appearance was greatly improved, and his vim in pushing the Edison product quadrupled.

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

TEXAS PHONOGRAPH COMPANY
1019 Capitol Ave., 618 Fannie St., HOUSTON, TEXAS
Cover the Southwest. Cheap concentration point, and supply leading dealers west of Mississippi with Talking Machines, Records, Brass, Flange and Mica Horns, Frames, 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.

EDISON ZONOPHONE JOBBERS

Everywhere Musical that is the Best
319-321 Fifth Ave. Pittsburgh

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, Connecticut.
Jobbers of Edison
Phonographs and Records
100,000 Records
Complete Stock Quick Service

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

Minnesota Phonograph Co.
37 E. 7th St., St. Paul 318 Nicollet Ave., Minn.
THE BIG 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!

Jacot Music Box Co.,
39 Union Sq., New York.
Mira and Stella Music Boxes.
Edison and Victor Machines and Records.

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

Atlanta Phonograph Co., Inc.
J. P. RILEY, Mgr., ATLANTA, GA.
Edison—That's All.
Get our prices on Horns and Supplies.

Eclipse Phonograph Co.,
Hoboken, N. J.
Jobbers of
Edison Phonographs and Records.
Best deliveries and largest stock in New Jersey.

PITTSBURGH PHONOGRAPH CO.
VICTOR and EDISON
JOBBERS and JOBBERS
Largest and most complete stock of Talking Machines and Records in Western Pennsylvania.
Only authorized Victor Jobbers in Pittsburgh.
Write for Catalogue.

Northwestern Dealers
who buy their Edison Goods from us get quick service and close to 10% off the records ordered. We carry the stock and take good care of our dealers. Try us.
McGREAL BROS., Milwaukee, Wis.

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 September list.

HEALTHFUL GROWTH IN BOSTON.

Talking Machines Heard Everywhere—Eastern Talking Machine Co.'s New Establishment—Mr. Ormsby's Remarks—About 1,500 Dealers in New England States.

(Special to The Talking Machine World.)
Boston, Mass., Aug. 11, 1905.

With talking machines being included as part of nearly every vacation outfit for camp and seashore; with their strains being heard from nearly every canoe which is paddled up and down the Charles river in the evening and on Sundays; with the veranda of thousands of summer cottages incomplete without its talking machine for the enjoyment of the summer residents and guests, it can be easily seen that the talking machine business in Boston is not dull.

Instead, there has been a very healthful growth each month during this year, and now it seems to be in the height of the season. Good reports are heard from all of the dealers in Boston, and there is a general good feeling.

There are believed to be now about 1,500 dealers in talking machines in the six New England States. This shows how the business has developed in the last five years. Jobbers from Boston are continually branching out also, and new men are starting in the business in the smaller towns. Truthfully it may be said, "The sound of the talking machine is heard in the land."

One evidence of the prosperity attending the trade is the remodeling of the Tremont street store of the Eastern Talking Machine Co., who handle the Edison line. Here an entire new front is being put in, two more floors are being added, the rooms will be newly arranged, and it will be made one of the best stores in the country. "We expect to do the largest business we have ever done as soon as we get straightened out," says Manager Taft. "We are going to have six rooms for the demonstration of Edison records, on which we have had an enormous business this year. One thing I like about the Edison records is that they can always be relied upon. They are accurate and clear out."

At the warehouses of the Columbia Phonograph Co. the Twentieth Century "Premier" graphophone is being introduced to the Boston trade. It is the invention of Daniel Higham of this city. In its sound-box the sound travels from the sapphire point into a hard rubber semi-circle, which partially encloses a round piece of amber, which revolves in unison with the record. From this piece of amber the sound is taken at right angles to the diaphragm. A six-inch record is to be used with this machine instead of a four-inch. This enables the reproduction of two verses and two choruses of a song, instead of one of each as now.

Manager Ormsby, of the Boston Musical Instrument House, said this week: "I wish I had more room. We haven't got enough room here for our expanding trade. We are the largest talking machine house in the country, but we are going to be bigger before another year." Manager Ormsby is strictly up-to-date and is one of

the most popular men in the business. He has recently rearranged his cashier's office and the record room so that they are much more convenient than formerly.

At Pile's Talking Machine Co. a line of new 10-inch disc records is being advertised for 25 cents. They are claimed to be "the \$1 kind."

Read & Read, until recently in the Arcade building, have been compelled to move on account of the place being leased to Woolworth, the 5 and 10 cent store man. Read & Read have gone further up Washington street.

NO LONGER MECHANICAL.

The Talking Machine Less Open to the Charge of "Merely Mechanical" Than the Piano Player—Its Artistic Possibilities.

Commenting upon the growth of the talking machine trade among establishments other than those engaged in the selling of pianos and other musical instruments, our London namesake treats of the matter very effectively and pertinently when it says:

"The reasons why this branch of business has not been taken up by music-dealers are as unaccountable, whether on artistic or financial grounds, as those which should have recommended it are obvious. No objection could possibly be raised on the score that a talking machine is a machine merely, and so not worthy of the consideration of dealers. The piano player is just as mechanical and automatic in its action as a talking machine. Moreover, nobody but a faddist will deny the many artistic and pleasure-giving qualities of the latter. Nowadays records, whether disc or cylinder, have attained such perfection and such minute fidelity of reproduction, that not only are the purely entertaining properties of the instrument acknowledged, but also its position as an educational factor is indisputable. The singing student, who by circumstances or distances is debarred from hearing Melba or Caruso ring can do so at any time and as often as he likes for a moderate outlay. The British Museum has recognized this and has caused records by our famous statesmen and singers to be preserved for future generations.

"On purely business grounds we cannot think of any adverse argument, not even the one that such a machine would oust the piano from its position as chief household instrument. A talking machine was never intended to enter into competition with a piano; but in the case of, let us say, two young married people, who are not so overburdened with wealth, and who, while unable to play any instrument, are yet sufficiently musical to want some kind of music in their home, a talking machine will meet their requirements admirably. A piano player, with which a piano is necessarily required, would mean too heavy an expense in the majority of cases. A talker, on the other hand, represents the outlay of a much smaller sum and in our typical case would answer the purpose required. Why should music-dealers then allow this valuable addition to their business to escape them? More especially in these times, when they complain of their inability to sell expensive instruments, should such an additional source of income be very welcome, especially as the outlay on each machine is not overmuch, nor is the space required excessive."

MUSICAL ECHO CO.'S NEW STORES.

This week the Musical Echo Co. opened a new store at 1235 Chambers street, Philadelphia, in the Mint Arcade. It is a place of unusual proportions, beautifully decorated in stucco work, and where the Edison as well as the Victor line will be handled. In Pittsburgh and New York desirable locations have been secured, and which will be in readiness as soon as the leases and alterations have been completed. H. H. Endres, the general manager of the entire chain of stores, stated to The World that the concerts given by the company at Atlantic City, N. J. had been one of the features of the beach this summer, and a success beyond their fondest expectations

Do you wish to increase your income?

We can tell you how it can be done with but little expense or effort on your part. If your stock consists wholly of talking machines you will find that a well-selected line of musical instruments will add to the attractiveness of your store. If you have the celebrated

Durro

Violins, Bows, Strings, etc., you will find that your musical friends know at once of their high standing. Artists prefer them.



Then we have all kinds of Accordions, Mandolins, Guitars and Harmonicas, at lesser prices, but which are superior to any on the market at the same price.

It will pay you to order a sample line at once. You'll then see how profitable it is to devote a portion of your store to the exhibition and sale of small goods.

Write for catalogue.

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&
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113-115 University Place
Corner 13th Street, NEW YORK

Incorporated under the Laws of New York.
Capital, - - - \$2,500,000

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100,000 RECORDS ALWAYS IN STOCK

JOBBER'S

EDISONPHONOGRAPHS
RECORDS, ETC.GENERAL SUPPLIES
FOR
CYLINDER MACHINES**Douglas Phonograph Company**MANUFACTURERS "PERFECTION" SUPPLIES, ETC.
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Largest Exclusive Talking Machine Jobbers in the World.

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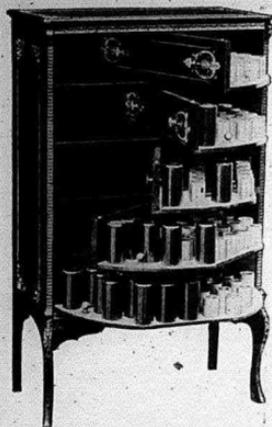
VICTORTALKING MACHINES
RECORDS, ETC.GENERAL SUPPLIES
FOR
DISC MACHINES

ILLUSTRATION SHOWING DRAWERS OPEN AND PARTLY FILLED WITH RECORDS.

Capacity, 140 Records. Style No. 163.
Finish Marquetrie.

PERFECTION Pivot Cylinder Record Cabinet

The most practical Cabinet constructed for this purpose. Drawer shelves revolve. No binding due to warping. All Records fully exposed to view when drawer is open. Hollow turned wooden pegs firmly screwed to drawer.

The Perfection Combination Pivot Cabinet

same in all respects, but constructed to receive any type of Cylinder Machine. Plate glass cover, conforming in design to rest of cabinet.

Both types furnished in five styles of Finish.

Golden Quartered Oak, Mahogany, Rookwood, Vernis Martin, Marquetrie.

Hand Polished and finished on all sides.

Literature and Prices upon application.

PERFECTION FLOWER HORNS

Two New Styles of Large Flower Horns

These Horns are without question the Largest, Strongest and Handsomest Flower Horns ever offered for sale. The lines are most graceful, commencing at the ferrule and rapidly broadening out to the end of bell. The Acoustic qualities of this Horn are remarkable, with a pronounced forward tone. The cramped and choked effect so common to ordinary Flower Horns is entirely removed.

No. 12, Brass Phono Horn, Length 30 in., Bell 23 in.

No. 13, " Disc " " 24 " " 23 "

Made of Solid Spring Brass, Highly Polished and Lacquered.

No. 14, Crystal outside, Blue Flowered effect inside for Phono

No. 15, " " Red " " " "

No. 17, " " Blue " " " for Disc

No. 18, " " Red " " " "

Variegated Mother of Pearl effect outside. Handsomely Flowered inside. Made of extra strong material. These horns must not be confused with the Cheap Tin Horns.

ILLUSTRATION SHOWING DRAWERS CLOSED.
Height, 40 in. Width, 26 1/2 in. Depth, 15 in.
Style No. 163. Marquetrie Finish.

TALKING MACHINE IN SUMMER

Proving a Tremendous Favorite in All Parts of the Country—Its Growth in Artistic Prestige—An Episode at the Lewis and Clark Exposition, Portland, Me.

This summer, as never before, the talking machine has been playing an important part as an amusement feature. Whether in the summer hotel in the mountains or seashore, in the city parks, or in the home, it has been constantly employed. The social news, as reflected in the daily papers from all parts of the country, contains items showing how widely utilized is the talking machine by people who formerly looked upon it as an imperfect, nerve-racking creation. People who tire of the piano in the summer time, and of the mechanical accessories thereto, are among the most enthusiastic advocates of the talking machine. It does its work with but very little assistance from its owner, and does that work well. Through the medium of these instruments we are enabled to hear the great artists of the world.

Perhaps one of the most gratifying things in connection with the development in popularity of the talking machine is the number of converts it is making daily. People who have been skeptical regarding its reproductive possibilities in a musical way have been won over so that they are now among its most active missionaries. They are spreading the faith all over the land, hence the increased demand for this creation.

An illustration of the foregoing is to be found in a communication from our representative at the Lewis and Clark Exposition, Portland, Ore., where The Talking Machine World and The Music Trade Review are represented in a very handsome booth, who writes:

"The exhibition may be said to have done a great deal of good to many exhibitors, but it is doubtful whether any one has derived more benefit than the Victor talking machines, which have been brought before people who would never have hunted up the possibilities of the instrument. The following incident will prove this statement true. Mrs. Rose Block-Bauer, one of the most prominent teachers and singers on this coast, happened to be in the vicinity of the booth of the Victor talking machine while an exposition was being made of the records of Melba and Caruso. She was so delighted with the reproduction that she said: 'I have never heard anything to compare to that, and I do not think anybody is too great to be able to learn from these records. I should certainly be tempted to use them with my pupils as authority not only for purity of

tone and its production, but the phrasing, and actually the very breathing, are reproduced just as those artists would do it, and if it is an education to hear them, I cannot see why it is not a similar education to hear these reproductions, especially where it is not possible to hear these artists in person. This coming from one of the independence of Mrs. Block-Bauer means much, especially since this was a spontaneous expression of her opinion in the matter."

The experience above recounted is duplicated practically at the booth of the Columbia Phonograph Co., who, like the Victor Co., are making a very attractive showing of their instruments at the Exposition. The result of this publicity is apparent in the increased trade in talking machines throughout the Pacific Coast. It has proven to be valuable territory with a great future.

HOW THE TEACHER IS AIDED.

The Perfections and Imperfections of His Method Can Be Discerned and Remedies Effected.

When we hear a singer in a concert room there is after all but a brief opportunity for studying his style and method—even with notes thrown in. Let us possess that singer's "record," however, says an English music journal, and we can have him at our leisure for as long or as short a time as we may desire. We can note his reading of a song, his phrasing, his crescendos and diminuendos, his variations in speed, the quality of his voice, and the manner in which high and low notes are produced, the pronunciation of vowels and consonants, and other points of importance. Sometimes we may learn what to avoid. Example is better than precept; a talking machine may sometimes save a teacher's tired throat, and much tedious verbal instruction.

There is another way in which the machine may aid a teacher. All of us cherish such fond illusions concerning our personal qualities. We may even be too modest about them. Let the teacher sing into a talking machine, and then listen to the result—preferably at a future time. He may feel surprise. Dispassionately he will be able to regard himself from the outside—as others see him, or hear him, rather. All his own weaknesses and imperfections he will be in a position to set in a notebook, con, and learn by rote. And all the while his conscience will not permit him to deny the identity of what he hears with the tones and accents of his own voice. This is no slight service. So distinguished a man as Saint Saens admits that by means of the phonographic

record he made the discovery that he was in the habit of playing incorrectly a passage in his "Valse Canariote." In consequence he advises musicians to make use of it.

If the talking machine reveals the teacher to himself, it is obvious it may be used in a similar manner for the pupil's benefit. Professor Mc-Kendrick showed by means of magnified photographs of air-wave forms how accurately vowel sounds are recorded. Pure vowels are often a difficulty with pupils. Custom has so dulled the senses to their own deficiencies. A student listening to his own voice as if it were the voice of some one else can hardly fail to perceive its defects when the teacher draws attention to them. Similarly other errors may be pointed out, and thus language and argument (to which some pupils are prone) may be avoided.

Further, the gradual progress of a pupil from his first feeble efforts to his final state of perfection may be recorded with precision, for the pupil's own gratification and for the encouragement of his successors in their moments of despondency. One word more. There are talking machines and talking machines. Only the best makes and finest "records" are written of.

ST. LOUIS TRADE NOTES.

Trade for July Exceptionally Good with the Majority of the Dealers, Who Are Optimistic Regarding the Future—A New Concern.

(Special to The Talking Machine World.)

St. Louis, Mo., Aug. 1, 1905.

The talking machine trade for the month of July has been exceptionally good for that season of the year, and the dealers are very agreeably surprised with their volume of business.

T. P. Clancy, manager of the talking machine department of the Conroy Piano Co., states that their trade for the month of July was 25 per cent. better than that for the same month a year ago. He also reports a good increase in their wholesale business. Mr. Clancy, accompanied by his wife, will leave in about a week for a two-weeks' sojourn at Mackinac Island, Mich.

E. H. Walshall, manager of the talking machine department of the O. K. Honck Piano Co., reports a nice volume of trade for the month of July. He leaves here to-day on a two-weeks' visit to his old home at Horse Cave, Ky., accompanied by his wife.

Le A. Cummins, formerly with the St. Louis Talking Machine Co., has accepted a position in the talking machine department of the O. K. Honck Piano Co.

The Western Talking Machine Co. have removed from 923 Olive street to 925 Olive street, where they have fitted up a handsome store, and report their trade good.

The Talking Machine Co., with M. Silverstone as manager, have opened a store at 923 Olive street, in the old quarters of the Western Talking Machine Co. Their opening took place on July 21. They will handle Edison and Columbia goods.

Among the prominent talking machine visitors here recently were: Mr. Krusch, traveler for the National Phonograph Co. through the States of Illinois and Iowa, and Mr. Kloche, traveler for the same concern through the States of Missouri and Arkansas; L. Kaiser, representing the talking machine department of Davaez & Co.

TALK-O-PHONE CO. TO CONSOLIDATE

(Special to The Talking Machine World.)

Toledo, O., August 10, 1905.

According to a local paper, Rathbun Fuller will leave Toledo for Berlin, with the object of consolidating the Talk-o-Phone Co. and the Favorite Record Co. of Hanover, Germany. After looking over the situation the German representative reported favorably for a consolidation, and the terms of the Toledo company were yesterday accepted by cable. The deal involves about two million dollars, and the Toledo company, which has been doing a rushing business ever since its initiation two years ago, will realize, it is claimed, about 300 per cent. profit.

No. 531 Holds 175 Records



No. 531.

Has convenient sliding shelves. Push one door and both close at same time.

MAKERS OF
DISK
AND
CYLINDER
RECORD CABINETS

Write for Booklets and Prices.
They will interest you.

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Indianapolis Indiana



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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.

IMPORTANT.—Advertisements or changes should be forwarded to reach this office not later than the 9th of the month and, where proofs are required, by the 11th. To this rule, we can make no exception. Advertisements arriving too late for insertion in the current issue will, in the absence of any instructions to the contrary, be inserted in the succeeding issue.

Long Distance Telephone—Number 1745 Gramercy.

NEW YORK, AUGUST 15, 1905.

OUR special trade reports indicate that there are a large number of young men who are constantly going into the retail talking machine business. There is hardly a town to-day of any size in this country in which there are not one or more talking machine representatives. The field is broadening and is attracting young men who feel that they can engage in an enterprise which promises good returns and which does not require a vast amount of capital. The talking machine industry is developing rapidly and it has not by any means reached the highest stage of development. It has overcome public prejudice which formerly existed, and has advanced far beyond the toy stage, so that its position is secure in every way.

IT is well for newcomers in the business to consider what methods may be best adapted to forward their own interests. In the first place every man in the business should commence right. He should establish a system which should govern all of his business dealings. No matter how small the business, system may be applied to it with profit. A knowledge of the instruments themselves should be obtained, not merely a superficial knowledge which any one can gain in a few moments, but a certain amount of technical information which will impress customers and from time to time enable the talking machine salesman to present his proposition in an intelligent and convincing manner. Attractive quarters must be fitted up, for if the talking machine business is to succeed it must be upon a basis of equality with other lines of trade. It should not be hidden under the bushel of indifference and secreted in some out-of-the-way street where the busy throngs never pass.

IT is a business that requires the strongest publicity. The machines can be heard and they should be placed where they can be seen, because they possess advertising features of no mean value. Then a sound-proof room should be fitted up so that records may be tried without interfering with the work of other salesmen on the floor. If two or three machines are being active

business in a room it is liable to detract rather than interest the attention of customers. There can be splendid window features originated which will compel the attention of the public, and the entertainment features of the talking machine cannot be easily measured. There are some large dealers who make it a special feature to give weekly entertainments, and they are helping their business on through this method in a surprising way.—Talking machine dealers have a live business and they should use the natural advantages possessed by the machines to promote interest in a legitimate manner. A certain amount of advertising in the daily papers will help matters along materially, but a good active staff of salesmen will do a mighty sight better. It is well to write letters and send out literature, but it is far better to go and see possible customers. Fifteen minutes of warm breath on the cheek is worth fifteen dozen letters.

ONE of the largest dealers in the South recently called upon The World and during his visit remarked that he had one of the largest sized talking machines, with which he gave weekly entertainments in two of the parks in the city of Little Rock. These entertainments attracted at times from eight to ten thousand people, who looked forward to the marvelous entertaining qualities of the talking machine with great interest. During the course of the entertainment a few records were introduced which recited some of the special features of his own talking machines and stated where they could be procured. In other words, he entertained thousands of people for an hour or two and at intervals worked in a clever advertisement for himself. He has found that this line of publicity has been most productive, for he has been doing a steadily-growing business, which promises to reach enormous proportions. This big and profitable business has been built up through the entertainment features of the talking machine.

ANOTHER subscriber writes that he expects to close a contract for \$500 with the officials of his town to furnish entertainments during next summer, and the chief entertainer, in fact, the only entertainer, will be the talking machine. Now The World would, therefore, impress upon the young men who are embarking in this enterprise to carefully study all avenues through which their business may be legitimately advanced. The talking machine should not be treated indifferently. Then there are the commercial machines as well, which to-day are being used in many business offices throughout the land. Business will not pay unless it is treated fairly, and persistence in going after business is the great winning quality in sportsmanship.

SUCCESS means a constantly expanding trade, larger orders, from regular customers, and when you have sold a talking machine, profits have only commenced, for there will be a steady sale of records, and through that agency a continuous profit. But new customers must be gained and people who are interested must be made purchasers of talkers. The only way to make the business pay, and pay well, is to follow it up personally and systematically. Of course, there is competition in this industry, and in every other, for that matter, but there has been up to the present time less of the cut-throat element in the talking machine line than in any other trade.

RECENTLY some department stores have commenced to slash records and supplies, but in most cases the cuts were made on imperfect records. There is no good reason why a business should not be conducted at a profit, and the less of the cut-throat element in the business the better it will be for the legitimate dealers. We have noticed that when there have been cut rates, in many cases the names of the manufacturers have been carefully concealed. Recently an alluring local advertisement stated, in offering regular dollar records for one-third regular price, that the advertiser could not divulge the name of the manufacturer of the records.

WE may expect this sort of business from department stores, for it cannot be denied that the success of the modern department store has been the persistent advocacy of bargains. When the proprietors of these great stores can convince people that they are getting goods one-third their value they bring swarms to their stores, and this particular announcement of cut-rate records brought a host of hungry people, but the talking machine business should not be conducted on the cut-rate bargain counter basis, for after it is once established on this line the stability of the trade must be steadily weakened. The manufacturers desire to protect the trade and they do not propose to create special brands of machines for big dealers and jobbers. The very moment this practice is indulged in in a large way it will mean the undermining of the present satisfactory conditions in this industry. It will give the rate cutters their innings and afford them an opportunity to put out all kinds of machines under different names which have not the guarantee of the maker behind them. That will have a tendency to lower the machine in the estimation of the public, for there is one thing certain, the manufacturer who does not take pride in his name will not turn out a satisfactory product, and the machines and records which are offered to the public at cut-rate profits must necessarily be depreciated in value, full of imperfections and irregularities. There is no other way out of it.

THE WORLD does not believe in special brand talkers, and it earnestly opposes any influences which may be at work to draw down this business from its present position. The talking machine is acquiring dignity as an educator in every line, and a great many men say to-day that it will be the most powerful influence in the world-wide adaptation of the English language. It has developed at such a surprising rate that those who were prone to regard it as a toy frankly admit its phenomenal development, and there is no reason why, when it has won and is fast gaining popularity with the public, that it should be depreciated and set down as a lower creation. The talking machine has come to stay.

THE more technical and educated men we have engaged in the industry the better it will be and the greater pride they will take in displaying machines properly and seeing that the speed regulators are properly adjusted. What is more discouraging and disheartening to a lover of the talking machine than to pass some store where a machine is going at a breakneck pace and doing imperfect work. It prejudices those who have come in to see its possibilities and injures trade, and every merchant engaged in this particular line should see to it that his salesmen display machines properly.

AUXETOPHONE DESCRIBED.

A Loud-Sounding Machine Which may be Heard Some Miles—Controlled in This Country by the Victor Talking Machine Co.

The auxetophone, a tremendously loud-sounding talking machine, the invention of C. A. Parsons, inventor of the steam turbine, is controlled in this country by the Victor Talking Machine Co., of Camden, N. J. Just how soon they will place it on the home market is indefinite, as careful study is being given to its utility and particular field of value, preliminary to its formal introduction.

This ingenious invention is capable of producing sounds that on a calm day may be heard distinctly for two or three miles and by it a speech may be followed in every word from 200 to 500 yards at least. In this device, which is called the auxetophone, the usual diaphragm of glass or mica in the producer is replaced by a small valve, which controls the admission of compressed air to the trumpet. The air is supplied from a small pump or bellows contained in the pedestal supporting the instrument at a pressure of about two pounds to a square inch. The valve, though of small size, consists of a fine comb of aluminum or magnesium, and the teeth of this comb just cover the gaps in a corresponding comb of brass, through which the air tries to escape from the compressed air chamber connected with the supply tube.

The little magnesium valve, which is very light, is hinged on steel springs, so that when its teeth are slightly lifted from the brass comb or valve seat, the air is allowed to escape at both sides of each tooth in very large quantities up through the tooth combs and into the trumpet. When, however, the two combs approach closely and almost touch, the escape of air is checked and almost ceases. It will thus be noticed that the slightest movement of the magnesium valve on its supporting springs greatly varies the admission of air into the trumpet, and being con-

nected to the needle of the talking machine, the motion of the valve corresponds exactly to the motion imparted to it by the record, and also to the original wave of sound as recorded by the recording instrument when the record was made.

The auxetophone reproducer may therefore be called an *air relay*, for by its use the record has only to work a valve of special construction, which controls the power of the compressed air. It is therefore of much greater power and volume than the diaphragm reproducer hitherto used, while it has the additional feature of enforcing the harmonics, which gives increased fullness of tone. Another feature of the auxetophone is an ingenious little 'viscous connection,' as it is called, introduced between the needle and the valve, which adds to the softness of the tone, and its action may be compared to the effect of the moisture in the throat of the singer, or the effect of age and playing in meliorating and softening the fibers in the wood of the violin.

LOWER FREIGHT RATES

On Talking Machines Demanded by Messrs. Nisbett and Lyle at the Meeting of the Western Classification Committee — All Shuld Chip in and Help.

(Special to The Talking Machine World.)

Chicago, Ill., August 16, 1905.

G. M. Nisbett, Western manager of the National Phonograph Co., and George W. Lyle, general manager of the Columbia Phonograph Co., Gen'l, made a gallant fight for the talking machine industry before the meeting of the sub-committee of the Western Classification Bureau on July 14 at Charlevoix, Mich. They went before the bureau and made arguments in favor of having the rates on talking machines and records in Western territory reduced from one and a half first class to first class. Their request was turned down, but they really did not have half a chance. The docket was the heaviest the com-

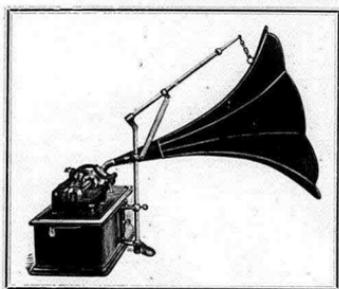
mittee ever had to consider, and they had hard work to get through on schedule time. Messrs. Lyle and Nisbett are not at all discouraged.

Mr. Nisbett says that while the officers of Western roads whom he has interviewed will not formally commit themselves, he believes that they fully recognize the justice of the demands for the reduction. The matter will come before the committee at Los Angeles next January. The roads have expressed themselves as willing to grant the concession if it can be shown them that they would receive sufficient additional tonnage in order to counteract the reduction. This Messrs. Lyle and Nisbett believe can be done. Mr. Nisbett, in speaking about the matter, said the justice of the request made on the roads is evidenced by the fact that first-class rates are granted in Northeastern, Eastern, Southern and Canadian territory. He believes that if the same rate is given for the West, the business in that section can be doubled in eighteen months, amply providing the increased tonnage the roads require.

Mr. Nisbett will inaugurate an energetic campaign of education with the officers of Western roads, and the National and Columbia companies will do the same with the Eastern representatives of Western roads, with a view to bringing every possible influence to bear to gain the concession at the meeting next January.

It might be remarked here that their chances of success would be greatly increased if the other talking machine and record companies joined actively in the movement, conferred with the gentlemen who have inaugurated the fight, and co-operated with them in making the strongest possible representation before the representatives of the roads. It will be necessary to file a statement with the committee next October or November, and no time should be lost in getting the necessary facts and arguments together.

The American Graphophone Co. has made arrangements to double the capacity of its power plant.



We Make the Most Complete Line of Flower Horns on the Market

OUR FLOWER HORNS are made with deep scalloped edges, thereby emphasizing the Petal effect and making them far more artistic and attractive

looking than any other horns.

OUR FLOWER HORNS are made by special machinery of our own design and construction.

OUR FLOWER HORNS are finished by skilled decorators. Look for this trade mark, it is a guarantee of quality



Hawthorne & Sheble Mfg. Co.,
Mascher and Oxford Streets, - - PHILADELPHIA, PA.

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.

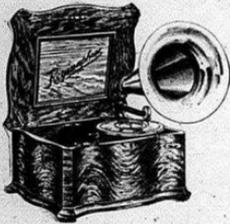
Now, we have that article, and you have the store, and the possible outlet, therefore, there is mutual advantage in forming a business connection.

"What is it?" you ask.

It's the Reginaophone, 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 Reginaophone 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 Reginaophone. 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

TALKING MACHINE INVADES

Fields in Which It Has Hitherto Been a Comparative Stranger—Norris Business Transferred to Sponseller—News of the Month.

(Special to The Talking Machine World.)

Pittsburg, Pa., Aug. 9, 1905. The sphere of the talking machine is constantly widening. In Pittsburg, during the past month, it has invaded two fields in which it has hitherto been a comparative stranger. The proprietor of a river steamer which makes trips up and down the harbor for five or six miles each way on three evenings a week, replaced the orchestra of ten pieces which he usually carried for the entertainment of his guests and to furnish music for dancing, put on a new Twentieth Century machine of the Columbia make. The machine filled the bill admirably. Its music was so fine that other boats carrying full bands quieted their musicians while they were in a party of a half mile from the boat carrying the Twentieth Century, and the dancers on them trod the light fantastic to its music. It is needless to say that the novel departure will be made permanent.

The second field invaded by the talking machine was the business college. In the teaching of shorthand writing, the most laborious and difficult element is the sing-song reading for speed practice. Heretofore this has fallen to the lot of the teachers, and was one of the most tiresome of their duties; besides this, there was the possibility of reading too fast or too slow and at irregular speeds. In the Martin School, Incorporated, one of the largest and best equipped business schools of the country, during the past month, commercial graphophones were installed by J. W. Binder, of the Columbia Co.'s Pittsburg office, and the machines now perform the work of dictating for speed practice. The cylinders are dictated with the regular matter used, at different speeds, and then the students gather around large tables and listen to the dictation and write it. Suppose that the cylinder has been dictated and is being reproduced at fifty words per minute. When it has been written at that speed a few times, the instructor, by a slight turn of the speed-regulating screw, makes the dictation come at fifty-five words per minute; another turn, and it comes at sixty; then at seventy, if the progress of the pupils has attained that stage. The cut shown herewith shows one of the classes taking dictation. The second picture shows the same class receiving instruction in transcribing from graphophon dictation. The innovation is one of the epoch-making events of the times, and shows the proprietors of the school in question to be entirely up to date.

The transfer of the business of W. C. Norris, of Youngstown, O., to F. J. Sponseller, of Pittsburg, was one of the talking machine events of the month. Mr. Sponseller, who was for many years a member of the staff of the Pittsburg Post in its advertising department, became interested in the talking machine business, and his interest grew until, like the infant, "he could not be satisfied until he got in it." His business name is the Mahoning Phonograph Co., and manufacturers of up-to-date talking machine stuff will make no mistake in putting him on their mailing lists. We warn them in advance, however, that no one need attempt to sell Mr. Sponseller any "gold bricks."

The American line of ten-inch disc records which is being exhibited by the Theo. F. Bontel Co. in their Liberty avenue store, is making quite a hit. Mr. Bontel during his recent trip abroad met a number of distinguished Britons, and made some warm friendships. His experiences, however, only made his reverence for the Stars and Stripes more pronounced, and his display of the latter as a background for the American records shows that this devotion is more than mere sentiment. Mr. Bontel is having a big trade in Edison machines and records, which are becoming more popular in this section every day.

The Victor people are putting in a fine line of their machines and records at the store of the Pittsburg Phonograph Co. Manager Wagner

smiles a satisfied smile, and says, "Look out for us."

The talking machine department of the H. Kleber & Bro. store has been refitted, and the display made of Edison and other goods is fine. When asked about the preparations for the fall trade, the manager of the department smiled and said: "Fall trade? Why, in this store we don't know where the spring trade merges into the summer and where the latter runs into fall. We do business all the time." That's the kind of talk that makes business.

Among the talking machine dealers who have



TAKING SPEED DICTATION FROM A COMMERCIAL MACHINE. been doing yeoman service in boosting the business is the old-established house of Myer Newberger & Co., of Parkersburg, W. Va. You can buy from them anything in the line, from a needle to an Edison grand or Twentieth Century. The trade would be better off for more of their kind of dealers.

The general manager of the Buckeye Electric Co., of Cleveland, O., one of the busiest men in the



LEARNING TO TRANSCRIBE FROM COMMERCIAL MACHINE DICTATION.

country, was in Pittsburg recently. In speaking of the way he used the Commercial talking machine to a representative of the Talking Machine World, he said: "I would be lost indeed without my Commercial. I carry a specially built spring driven machine with me wherever I go. It is part of my baggage. I carry two cylinder cases, and when my mail reaches me en route, I dictate the replies to the letters to the cylinders, and when one case has been filled I express it back to Cleveland, where the letters are written, signed and mailed. I never fill a week's work piled up on my desk when I get back to the office."

Patrons of the "water wagon" at the Subway Tavern are receiving an inducement to spend their nickels in that department by being made participants in a drawing for a talking machine. It is rumored that later on a record containing the benediction and doxology, as rendered by the Tavern's sponsor, will be presented to the winner.

Nova Fibre Flower Horns

Made to fit any machine on the market.

Write for interesting prices.

NOVA PHONOGRAPH HORN CO.

2 Manhattan Street, New York

"Miss Davenport, your father spoke to me of a young man who made himself obnoxious to you. Did he make any threats when he was forced to leave the house? Do not answer at random; just think a moment." She obeyed, one dimpled arm supporting her shapely head, the other hidden in the folds of her evening gown. I could not but notice her refined beauty and the breeding that shone from her classic profile. (Even detectives are human, you know.)

"I think I can answer you now, Mr. Shackelford," she said at last, looking up with a smile. "I was on the veranda when Mr. Smith passed me, in the hands of two of our grooms who were detailed as his escort to a more congenial neighborhood."

"As he noticed me near him, he remarked, 'I am going now, it is true, but you will hear from me again very soon, notwithstanding, and it will not be by letter, either.'"

"You are sure that was all he said?"

"I am sure. I believe he used more strenuous language later, though," and she laughed. Her mirth was of short duration, however, and her face took on a careworn look, as she told her father of her mother's increasing excitement as midnight approached, and begged him to go to her.

He made his excuses to me and turned to leave the room.

"Mr. Davenport, you may tell your wife that she can rest fine to-night, assuring her that the mystery is almost solved, and the noise which has been causing you all so much uneasiness is of a purely mechanical nature, and entirely under my control," I said.

"Mr. Shackelford, are you playing with us?"—his tone was menacing.

"I give you my word of honor that I speak the truth," I answered him.

He sprang forward and grasped my hand in a fervor of relief and thankfulness.

"It seems impossible so soon; tell me about it," he cried.

To pacify him, I explained: "I took the liberty when out on the veranda, Mr. Davenport, of despatching one of your servants for Mr. Smith with a note bearing the fervent signature of your daughter, as I thought that the best and perhaps only way to induce him to appear when wanted. Ah! I hear the sound of wheels on the drive; he is coming now. Will you go to the door, Miss Marcie, and escort him in? He believes you have sent for him. It is sort of a lover's tryst; you are sorry for your coldness, etc. Do you understand?" I paused, expecting her to refuse. She was game, however; for although she blushed

crimson at the thought of playing hostess to the man who had so grossly insulted her, she left the room without a word.

"Really, Mr. Shackelford, you have gone too far; I cannot permit—" began her father.

"Wait!" I exclaimed.

A moment later, Miss Davenport entered the room, and in her wake, his face wreathed in smiles, sauntered Smith.

"We have sent for you, Mr. Smith," I said, "to express our regret over the occurrence of the other day."

"Of that's all right; don't mention it," he drawled, seating himself in the most luxurious chair in the room, and smiling with satisfaction at the turn his affairs were taking.

"You have doubtless heard of the trouble that has overtaken our friends, the Davenports, Mr. Smith?"

"Yes," he answered, staring hard at me. He saw nothing alarming in my face, however, and was immediately at ease again.

"We intend celebrating a ghost party to-night, and would be pleased to have you present. Will you honor us?"

"Really, I have a very pressing engagement; I must beg to be excused, I—"

"You have? May I ask if it is of a talking machine nature?" His face went white as chalk. Ignoring this fact, I went on: "Mr. Davenport's room, the man who brought you here, informed me that you were somewhat of an enthusiast in that line, but that your machine had not been heard at your home lately. Is this true?"

"I have a talking machine, and it is home now; I can prove it. I didn't do it. I tell you, I am not the one; it was some one else; I—"

"What in the devil, Mr. Shackelford, is this young man talking about," broke in Mr. Davenport; "is he crazy?"

"Ask him yourself," I suggested. "For my part, I believe he has a very interesting story for us, relative to electricity as applied to talking machines."

"I haven't anything for you. I don't know anything about it; before God, I don't—"

"Stop, that is blasphemy," I thundered. "If you will save yourself a lengthy sojourn at Sing Sing, you will obey me. Now, show us your handiwork. Come!" I grasped him by the shoulders and lifted him unceremoniously to his feet. "I know all about it, so there is no use in lying. Come on, do you hear?"

"Let go of me; I'll show it to you," he whimpered, and escorted him to the door, the rest of us bringing up the rear. He stopped at the first landing,

and counting the panels in the wall on the right of the stairway, came at last to the one he sought, sliding it upward from the floor. This brought to view a little opening or closet, and as I gazed into the aperture, my eyes encountered a horn, its mouth towards me, issuing from the dark interior. I carry a pocket searchlight for just such emergencies, and flashing it into the hole, I saw, just as I anticipated, a talking machine of the electric type, set up ready for action on a shelf at the far end of the cavity.

"Behold your ghost," I cried, and stepped back to allow the others to see.

"Now, can we hear from you, please, Mr. Smith?" The expected answer did not materialize, and I turned to repeat my question. He was nowhere to be seen; my bird had flown. A moment later, we heard the front door slam, and a rush of feet on the gravel walk. He had escaped us most effectually.

"Let him go; I can be charitable now," sighed the millionaire, and as I gazed at him, it seemed to me that twenty years had been lifted from his face.

Thrusting my arm into the enclosure, I took down the machine and brought it out into the light, removed the record from the mandrel. Encrusted in white letters on the end I read, "McClough's Ravings." A very appropriate selection for such a purpose, was it not?

We made a careful search and found that Smith had strung the wires so cleverly that he could start and stop the machine by turning a switch in his own home, two blocks away, and as he had equipped the instrument with a repeating attachment, he was able to prolong the gruesome entertainment to any length he desired. He had evidently come upon the loose-panel by chance, and hastened to utilize it in gaining the revenge he sought. He had been thrust from the presence of the girl he loved, and had retaliated by making things unpleasant for her and her family.

So ends the mystery of Gray Shingles.

[THE END.]

TALKING MACHINES THE VOGUE.

Evidently the Most Popular Instruments at Ocean Grove—Have Supplanted the Organ.

(Special to The Talking Machine World.)

Ocean Grove, N. J., Aug. 10, 1905.

Ocean Grove is moving somewhat forward in the progressive way. The old-fashioned parlor organ, which has disappeared from almost everywhere else, but which has held its own in the cottages of the camping ground, is beginning to sink into silence and oblivion. The talking machine seems to have taken its place. The summer visitor in Ocean Grove has the tympnum of his ear bombarded at almost every step with the irrepressible singing and talking machine, and instead of the hymnals and doleful music that were formerly sent adrift on the religious atmosphere of the place, rag-time, coon songs and topical music of good and bad variety are now rolled out by the little machines. What is more remarkable still, nobody objects. Probably the talking machines is destined to rejuvenate the old dominions and rehabilitate this staid old resort. Talking machine parties are one of the fads of the tenters over on Fletcher Lake.

THE VICTOR FOR YACHTSMEN.

The Victor Distributing and Export Co., 77 Chambers street, New York, have been issuing a circular letter to yacht owners calling attention to the advantage of the Victor as a musical instrument for marine use. The wording of the letter is to the point, and the arguments well taken. D. P. Mitchell, the vice-president and manager of the company, said to The Review Monday: "Our trade has been excellent the past month, particularly in the export department. We are shipping a large number of machines to our Latin-American neighbors, and we have just issued a pretty fan, with our advertisement printed on it in Spanish, which cannot fail to please the ladies of our sister republics."

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



LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Specially prepared for The Talking Machine World.)

Washington, D. C., Aug. 7, 1905.

PHONOGRAPH. Alex. Fisher, London, England. Patent No. 793,788.

This invention relates to improvements in movable joints used in connecting the reproducer or recorder of a phonograph to the trumpet or sounding device; and the object of the invention is to obtain a sound-proof joint which will be free from causing any secondary metallic noises when recording, such as the grating noise so frequently observed when reproducing phonographic records, and to obviate the necessity of disturbing the arrangement of the joint when changing from recording to reproducing, and vice versa, as necessitated by other constructions. These objects are attained by the mechanism illustrated in the accompanying drawings, in which Figure 1 is an outside view of the joint; Fig. 2, a cross-section of the same on the line V-W; Fig. 3, a cross-section on the line X-Y; Figs. 4 and 5, different views of the collar to be used when recording is employed.

SOFT-RECORD-LOCATING DEVICE. Nelson C. Dier and Scranton, Pa. Assignor to the International Text Book Co. Patent No. 794,599.

This invention relates to a means or device to facilitate the ascertainment of the position or location of any desired sound—such as a word, phrase, or other succession of words—upon the record of a sound-reproducing apparatus, to the end that repetitions of desired sounds or words may be had quickly and distinctly unassociated with sounds or words which the user does not desire to hear repeated.

It is intended particularly for use in connection with records containing courses of study—for example, language-lessons—but the inventor does not restrict it to any particular use, but claims it for all the various uses for which it may be adapted.

In the instruction of languages or words or phrases of languages by the use of sound-reproducing apparatus the lessons are spoken by a professor of the language to an apparatus and engraved on master records, and a course of language lessons covers approximately about twenty-five records. From the master-records numerous other records are produced and are sent to students of the language and repeated to them by a sound-reproducing apparatus, making up a system by which great results have been secured, since the student has his instructor always present and may have the lessons repeated as often as he may desire. Very often the student will desire to hear repeated some word or words or a passage with respect to the proper pronunciation

or formation of which he is in doubt quickly and without having first to listen to sounds, words, or phrases other than that in which he is for the time being interested in order that he may hear just the sound or sounds repeated to him quickly and distinctly and unassociated with other sounds. This desirable result it is the object of the invention to secure and with such object in view the invention consists in a means or appliance suitably associated with a sound-reproducing apparatus and bearing suitable indicia corresponding to like indicia associated in a guide (such as a dictionary or lexicon) with the various sounds, words, or successions of words engraven on the records.

In the accompanying drawings, wherein I have shown it as embodied in connection with a well-known type of sound-reproducing apparatus provided in a known manner with what is called "repeating attachment," but to which type of apparatus or to repeating attachments the invention is not restricted, Figure 1 is a plan view of a sound-reproducing apparatus associated with which is the improved index scale. Fig. 2 is a front elevation. Fig. 3 is a view similar to Fig. 2, showing the position of the parts when the repeating attachment has been actuated for the purpose of setting back the stylus to a position to repeat matter which has just immediately preceding been spoken by the apparatus. Fig. 4 is a sectional view. Fig. 5 is a detail perspective of the improved index scale. Fig. 6 is a view of a guide, such as a lexicon or dictionary, having indicia corresponding with the indicia of the index scale associated with the sounds, words, or successions of words engraven on the records.

RECORD CYLINDER FOR PHONOGRAPHS. Edward N. Dickerson, New York. Patent No. 794,592.

This invention relates to record cylinders for phonographs and similar sound recording or reproducing instruments, and especially in such instruments to means for positively engaging the recording cylinder with its support, in such manner that it may be readily placed in operating position and removed therefrom. Besides this the invention contemplates providing the recording cylinder of such an instrument with a starting point for the stylus which shall guide and direct the stylus into the sound-record when the instrument is used to reproduce sounds previously recorded, and when the cylinder is used for the first time to receive a sound-record the placing of the stylus in the starting point insures that the stylus shall be properly started to make a sound-record.

In the drawings a form of record cylinder and support embodying this invention is embodied. Figure 1 is a side elevation of the mandrel of a phonograph supporting the record-cylinder, this latter being shown in section. Fig. 2 is a side elevation of a record-cylinder, partly broken away. Fig. 3 is a view of the record-cylinder looking at the wider end opening. Fig. 4 is an end view of the record-cylinder and mandrel seen when looking in the direction opposite to that of Fig. 3. Fig. 5 is a transverse section along line 5-5 of Fig. 1, and Fig. 6 is a view showing a modification of the invention.

STYLUS REMOVER. Thomas H. MacDonell, Bridgeport, Conn. Assignor to American Graphophone Co. Patent No. 794,116.

This invention relates to the construction of sound-reproducers for use with sound-records of the laterally-undulating type. In such reproducers the stylus and its carrying-bar constitute a lever of the first-class fulcrumed to the diaphragm box or casing. The improved reproducer may, however, be used with sound-records of the vertically-undulating type. It is important that the stylus-bar be attached to the casing by a rigid connection, loose joints, which give rise to rattling noises in operation, being avoided. To this end the stylus-arm has usually been attached to the casing by means of a flat spring or springs, which make a rigid connection, while permitting the limited vibration of the stylus-bar. In some cases the stylus-arm has been mounted to rock on a knife-edge or on centers, being held firmly thereon by spring-pressure exerted on one or on both sides of the axis of oscillation at points relatively remote to said axis. In all such constructions it is manifest that the stylus-bar in vibration has not only to actuate the diaphragm, but has to overcome spring-pressure in its movement in one or both directions. Study of the operation of such arrangements shows that they cause undue wear upon the records and that while giving good and full reproductions of loud fundamental tones do not render well the finer shades of sound represented by the over-tones. The explanation is that the overtones which give "quality" or "tone color" to the sounds are represented in the sound-record by very minute irregularities or undulations. A stylus drawn with considerable power and speed along these undulations must be able to vibrate with minimum resistance and friction in order to respond to them. The resistance of the stiff springs or springs above referred to prevents such responsiveness, and hence these finer irregularities are inadequately reproduced and with relatively little wear are obliterated.

The present invention consists in a stylus-mounting which secures the requisite rigidity with minimum friction and resistance. To this end the stylus-bar (or a rock-bar to which it is rigidly attached) is supported on steel, centers, brought to a fine point, so that friction is practically eliminated, which centers are held to their bearings by pressure exerted in the plane of the axes of the centers, offering very slight resistance to the vibration of the stylus-bar and diaphragm in either direction. This pressure may be obtained by a spiral spring or springs in the plane of the centers. A spring of this kind while giving all the pressure desired in the line of its axis, is free to oscillate laterally, and hence offers little, if any, resistance to the rocking of the lever. In lieu of spiral springs rubber tubing or cushions may be used, but metal springs are preferred. This pressure can be made as great as necessary to insure that the bar is not unseated. This construction is radically different from that wherein the stylus-bar rocks upon a knife-edge or centers in a plane parallel to that of the stylus-bar and is held on its bearings by spring-pressure. In such case the vibration causes a side movement upon the knife-edge, to oppose which a heavy spring-pressure is necessary, and this spring-pressure opposes the vibration of the diaphragm, to a greater or less extent oblitterating the overtones. Furthermore, the spring (if one be used) has a tendency after the lever is thrown off its center

"We Have What You Want"
"You Want What We Have"
So "LET'S GET TOGETHER"

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how well we take care of it.*

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CHICAGO, ILL.

Send for our complete alphabetically arranged list
of all makes of records. This is issued monthly.

to carry it still farther off, so that generally two springs are used, one working in opposition to the other.

In the present invention the lever-arm is simply fulcrumed on the centers (or knife-edges) on one side and on spiral springs on the other; the axes of the centers being at right angles with (instead of parallel to) the stylus-arm. This construction serves, further, to keep the diaphragm perfectly neutral, there being no stress in either direction.

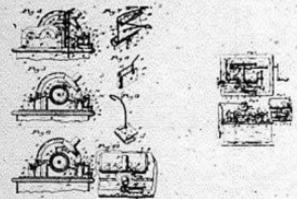
In the accompanying drawings, Figure 1 is an elevation looking toward the diaphragm of a reproducer constructed in accordance with the invention. Fig. 2 is a cross-section on line x x, Fig. 1; and Fig. 3 is a side view.

REPEATING ATTACHMENT FOR PHONOGRAPHS. E. L. Crab, Indianapolis, Ind. Patent No. 794,786.

This invention relates to machines of various styles having the characteristics of phonographs for reproducing sounds; and the invention has reference particularly to attachments, that are adapted to be connected to the machines for the purpose of enabling them to automatically repeat what the records thereon may contain.

Objects of the invention are to provide repeating attachments for phonographs, etc., that may be applied to the machines by the users thereof, as well as by the various phonograph dealers, and which attachments may be quickly removed from the machines when not wanted for use.

A further object is to provide repeating attachments adapted to be connected to phonographs



without requiring alterations of machine work on the phonographs in order to accommodate the attachments; and a still further object is to provide attachments which with slight modifications may be adapted to be constructed as permanent parts of the phonographs.

The invention consists in a phonograph attachment comprising improved apparatus for elevating the reproducer-arm of the machine from its guide and moving a movable device carried by the arm upon the guide of the arm for holding the arm from the guide, in an improved device for withdrawing the movable device from the guide of the arm, and in improved apparatus for returning the reproducer from the terminal end of the machine to the starting point thereof.

Referring to the drawings, Figure 1 is a top plan view of a phonograph having the improvement applied thereto; Fig. 2, a front elevation of the machine and the improvement connected therewith; Fig. 3, a fragmentary top plan showing a part of the improvement in connection with a part of the phonograph; Fig. 4, an end elevation of the upper parts of the phonograph, and the improvement connected therewith; Fig. 5, a transverse sectional view of the upper parts of the phonograph and parts of the improvement connected therewith on the line A A in Fig. 1; Fig. 6, a view similar to Fig. 5, except that the reproducer and connections are elevated, as when returning in order to repeat the record; Fig. 7, a rear perspective view of one of the several parts of the attachment; Fig. 8, a perspective view of another one of the parts of the attachment; Fig. 9, a perspective view of the main portion of still another one of the parts of the attachment; and Fig. 10, a fragmentary top plan showing parts of the phonograph and improvements in connection therewith, the reproducer of the machine being in a returning position.

SEND REPRODUCER. THOS. H. MacDONALD.

Bridgeport, Conn. Assignor to American Graphophone Co. Patent No. 795,293.

This invention relates to sound-reproducers of the general form described in application filed April 17, 1905, Serial No. 153,112, wherein the stylus-carrying arm oscillates on pivot points. These pivot-point reproducers are now used with "zigzag"—that is, literally undulating—sound records; but they are found also to give superior reproductions with records of varying depth.

In the application referred to above the inven-



tion is embodied in a reproducer whose stylus arm or support is fulcrumed on one side upon a knife-edge or pointed centers and on the other side upon coiled compression springs. These springs can be made to press very firmly in the direction of their axes, while offering a very slight resistance to the oscillations of the diaphragm. This reproducer is therefore very responsive to the overtones, which give richness and quality to sounds.

One object of the present invention is to construct a reproducer wherein the pressure which holds the stylus bar will be exerted entirely in the plane of the axis of oscillation. When spiral rocker bars are brought to bear directly upon the spring pressure extends to each side of the center of oscillation a distance equal to the radius of the spring. Although the resistance offered to oscillation in such construction is very slight, it is (in some cases, at least) advantageous to eliminate it.

In the accompanying drawings, Figure 1 is a plan view, Fig. 2 a longitudinal section, and Fig. 3 a cross-section, of a reproducer constructed in accordance with the invention. Figs. 4 and 5 are detail views in section at right angles to each other, illustrating a mode of pivoting the stylus bar.

Figures 6 and 7 are details in plan and section, respectively, showing another mode of pivoting the stylus bar.

The Price Phonograph Co., of Brooklyn, opened their new store at 129 Greenpoint avenue this week. Clinton G. Price, manager of their Poughkeepsie store, made a sale recently of an Edison outfit for \$154.

RECORDS WILL GET MIXED

Even in the Best of Churches—How the Collection for Foreign Missions Fell Through.

East St. Louis, that popular Sunday resort of many St. Louisians, boasts of an up-to-date church and a worthy minister who makes use of a talking machine in his services. The machine is church property, but the records are loaned by a charitable dealer of the place, and his choice of sacred pieces have much edified the congregation.

Last Sunday occurred the inevitable mix-up of records. It was the occasion of the annual appeal for donations for the conversion of the benighted heathen in foreign parts and the imported preacher was a stellar pulpit attraction renowned for his ability to extract the tainted lustre from the tight-buttoned and close-fisted brethren. The reverend gentleman was equal to the occasion and his appeal, forceful, eloquent and serious, had the desired opening-up effect. At his last words the ushers bearing plates stacked down the aisle and the joyous jingle of large silver change began a merry play.

Then the minister got busy with the talking machine to provide something musically fervent. He fiddled right there, though he was not to blame. Smiling in anticipation of the harvest of shekels he wound the thing up. There was the preliminary squeak. A mumbled description in the ventriloquial tone, a few bars of ragged introduction, and then from the big fannel a rollicking baritone voice sang, "Yo' Want Ma Money, But Yo' Can't Touch Me."

The effect on the congregation was wonderful. The spiritual fervor gave place to an enlightenment that was disastrous to the collection. In vain the bewildered clergyman tried to stop off the ungodly words. He did not understand the combination, and in plots rare and chagrin picked up the talking machine and bore it from the church. It was computed that the mix-up of records by the music dealer's young man cost the Board of Foreign missions exactly \$50.

From August 1 Fred C. MacLean, lately with the Victor Distributing & Export Co., has been associated with the Douglas Phonograph Co., 89 Chambers street, New York, going out September 1 on his old territory in Pennsylvania, Ohio, New York State and New England. Mr. MacLean is one of the old talking machine campaigners, having first been with Maguire & Baucus, Ltd., subsequently merged into the V. D. & E. Co., and has been in the business since 1896.

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

TIMELY TALKS ON TIMELY TOPICS.

A shrewd plan is that adopted by a traveling salesman for a prominent jobbing house, whereby he carries the advance records with him and plays them for the dealer he calls upon. The selections are made on the spot and the order sent in with neatness and despatch. This saves the dealer a trip to his jobber and all the time used in a visit which is generally regarded by a busy man something of a nuisance. Dealers in referring to this idea speak of it enthusiastically as up to date and a credit to its originators.

The trade is very much perturbed over the appearance of the "cheap" record. In truth, there is not the slightest reason for a cut in prices, as the manufacturers are still behind on orders. It is said, besides, that the advent of the "cheap" record does the business incalculable harm, as the quality is deteriorated, and therefore a baleful reflection is cast on records of all kinds. The "thirty-five center," which has flooded the New York market, is gone one letter by the reputable Harry Jackson, who displays a banner on the outer walls of his Bowery headquarters to the effect that "within a dollar record may be had for 29 cents."

One of the "big four" employs an old-time talking machine man for the express purpose of running down "kicks." He is a diplomat in his way, plain and chock full of common business sense, with an irresistible twinkle in his cool, gray eye, and he seldom fails to smooth out the wrinkled front of an incipient trade war whenever the lowering clouds appear. Most of the complaints, this genial ambassador explains, are of an imaginary character, in which a rival is accused of cutting the contract price, etc. On going over the ground and sifting the evidence this trade Solomon finds that the competitor has got a move on and shot so far ahead of the complainant in the matter of sales that it looks mysterious enough for a "kick" to be registered at headquarters. Hence the inquest, and no one hurt, after all has been sorted on the troubled waters by our genial friend with a penchant for agreeable settlements.

The "touring New York" observation automobiles, sometimes frolicsomenly described as "rubberneck wagons," have been experimenting with talking machines to displace the gentlemanly "lecturer," whose sonorous voice can be heard a block. The trials so far have been made on the "green cars," starting from the Hotel Hamilton, New York, and have been under the supervision of William D. Hamilton, whose ready Irish wit has made his particular car always sought after. The machine's work is said to be quite satisfactory, and the only criticism made is that the mechanical "talker" cannot hold a candle with the megaphone lecturer in taking ad-

vantage of little and suggestive incidents en route.

A new machine, invented and made by a genius of Cleveland, O., will be ready for a private view of its powers in a couple of weeks. Those who have been favored with a hearing in the rough have been delighted with its performance; in fact, they pronounce it the best ever, and something that will open the eyes of the trade. The promoter tells this story, but as he is no mean expert in talking machine devices, his judgment must be taken for its face value. The newmaker will be exhibited in New York before a select few before the close of the month, and then announced to the world.

NEW SYSTEM FOR HANDLING DISCS

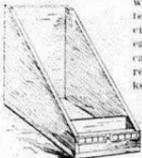
Invented by E. A. Hawthorne—Facilitates Inventory and Stock Ordering.

E. A. Hawthorne, of the American Record Co., has devised a new system for the handling of disc records conveniently, which seems to offer needed advantages. It will particularly interest dealers and others who have been keeping a sock of records on shelves or in pasteboard boxes.

The device is comparatively simple, as will appear from the illustrations below. It consists of a box cut diagonally, in which the records are placed, standing on edge. The ordinary tissue sheets may be used between the records to protect them from dust and scratching. Each box will hold 48 discs. The interior may be divided into eight sections holding five each, so that a dealer who carries an average of five records of each kind can keep a stock of eight selections in each box. On the front edge is a little brass receptacle into which a card can be slipped indicating the title numbers of the selections in the box.

This system greatly facilitates taking an inventory or making up new orders for stock, as one can see at a glance what each section contains. The boxes may be easily moved about or taken from the shelves, and with the movable slips indicating the title numbers, renders the system very elastic for the accommodation of new title numbers.

Mr. Hawthorne has introduced this system into the factory at Springfield, Mass., and finds it the most convenient and satisfactory of any that has ever been brought to his attention. J. O. Prescott, of the New York office of the American Record Co., states that a patent has been applied for



on this system. Mr. Hawthorne believing that it will prove as useful as the various patented card index and filing cabinets now in use in many offices. Mr. Prescott says that Mr. Hawthorne has a "penchant" for introducing systems into the business. In speaking of Mr. Hawthorne's systematic manner of doing business, Mr. Prescott gives us the following story, for which he vouches as to the facts:

At a certain coal mine down in New Mexico the superintendent was greatly annoyed, from time to time, by employees moving into and out of the company's houses without due notification of their frequent changes of domicile. It became quite impossible to keep the rent accounts straight on the office books, and finally the superintendent, in his exasperation, resolved upon stringent measures. Hereafter posted the following notice:

February the 11th.

"Notice to all employees

"Any Person or Persons that Moves into a House Without my Consent shall be Put out Without anney Cemmony. Dam it I Must and Will have some Siston.

(Signed)

HENRY BOWEN."

A perpetual injunction was issued last week, the case being heard August 7, as elsewhere mentioned, against Ernest M. Hunt, a dealer of Washington, D. C., who represented himself acting solely as an agent of the Rogers Mfg. Co., New York. He is enjoined from using either the words "Victoria" or "Victor" in connection with the sale of any talking machine goods. He also agreed to deliver up to the Victor Talking Machine Co., the complainants in the matter, all advertising matter bearing or containing the words "Victor" or "Victoria."

Leeds & Catlin, 53 E. Eleventh street, New York, have acquired new factory premises at Middletown, and will move their material and plant at once. The New York building will be retained simply as a laboratory. The Middletown factory consists of five large buildings, 54,000 square feet of floor space and in moving to that place the company will once again recommence the manufacture of cylinder records.

Sedgewick & Casey, the prominent piano dealers of Hartford, Conn., have added a talking machine department to their business. Their line will include the Edison and Columbia machines, with a full line of records.

A. T. Doty succeeds F. C. MacLean as traveling representative of the Victor Distributing & Export Co. He is well and favorably known.

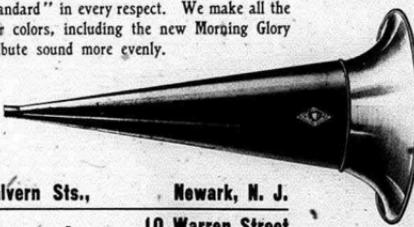
The American Graphophone Co. have made arrangements to double the capacity of their power plant in Bridgeport, Conn.

An announcement which will doubtless arouse the interest of dealers and the trade at large is that from Edwin A. Denham, which appears on page 6 of this paper.

Standard Metal Mfg. Co. Phonograph Horns and Supplies



Our Horns, as our name implies, are "Standard" in every respect. We make all the different styles and sizes in any metals or colors, including the new Morning Glory Horn, which is cut on a new plan to distribute sound more evenly.



Factory: Jefferson, Chestnut & Malvern Sts.,
New York Office and Sample Room:

Newark, N. J.
10 Warren Street

NEW CONCERN IN PITTSBURG.

W. E. Henry to Open on His Own Account
About September 15—Will Carry All Lines—
Has Splendid Record.

(Special to The Talking Machine World.)
Pittsburg, Pa., August 7, 1905.

What is unquestionably the biggest event in the talking machine trade in this section for the past seven years is the retirement of Manager W. E. Henry, of the Columbia Co.'s store here, from the service of that concern and his entry into the business on his own account. The change will take place formally between the 1st and 15th of September, and Manager Henry will be ready for business early in the same month. Although he would not discuss his plans in full,



W. E. HENRY.

he told enough to a representative of The Talking Machine World to warrant the following statements.

He has associated with himself one of the strongest talking machine men in the country, and has leased a store on one of the principal streets of Pittsburg. He will carry all lines of goods, and will make a special point of catering to the dealers in the territory in which his name has so long been a household word. "We are going after the business," he said, "and we propose to get it." Manufacturers of anything in connection with the talking machine business will do well to get into communication with Mr. Henry.

William E. Henry entered the talking machine business seven years ago. He has been since then continuously in the service of the Columbia Co. He has built up the business of their Pittsburg office from nothing to one of the biggest and best-

paying offices in the system. He is personally known to almost every dealer in his territory, and his relations with the great majority of them is such that it is a safe prediction that he will have no trouble in winning trade. The Columbia Co. have not yet announced Mr. Henry's successor.

PERPETUAL INJUNCTION ISSUED

Restraining Rogers Mfg. Co. from Using the
Word "Victoria" in Connection With the
Sale of Talking Machines.

A perpetual injunction was issued by Judge Thomas, Circuit Court of the United States, southern district of New York, this month, restraining the Rogers Mfg. Co., New York City, from using the word "Victoria" in connection with the sale of talking machines, records, etc. That portion of the order, a formal decree signed by the Chief Justice of the United States Supreme Court, dealing directly with the controversy at issue in the suit of the Victor Talking Machine Co., Camden, N. J., and placed in the hands of the United States Marshal to execute, reads as follows:

"We do strictly command and enjoin you, the Rogers Mfg. Co., your servants, agents, attorneys and workmen, and each and every one of you, that from henceforth you do absolutely desist and refrain from in any manner whatsoever, directly or indirectly using, without the license of the Victor Talking Machine Co., the trade-mark or name or word 'Victor' or 'Victoria' in connection with the sale of talking machines, or talking machine records or accessories; or any name in imitation or simulation of the said trade-mark or word 'Victor' or 'Victoria,' and from using the said name or names, or any name in imitation or simulation of the same in advertising or circulars, or otherwise, and from making use of the same, directly or indirectly."

The decree was served on the defendants July 22.

The Victor Talking Machine Co. August 2 filed a bill of equity against Ernest M. Hunt, a dealer of Washington, D. C., and an agent of the Rogers Mfg. Co., in which an order perpetually enjoining him from using the word "Victoria" in the same manner is prayed for, as well as an accounting. The motion was argued on the 7th and decision was reserved.

Referring to the foregoing decree of Judge Thomas, George M. Rogers, one of the proprietors of the Rogers Mfg. Co., spoke as follows to The World in response to an inquiry as to his attitude regarding the further employment of the word "Victoria" in their business: "The order of the court will be respected absolutely, as a matter of course. I am not looking for trouble, and hereafter the word 'Imperial' will be used as a designating title for our machines, and talking machine specialties. What our agents will do is their affair. We sell them the goods

and they can call them what they please, as we disavow any responsibility for their individual actions. I have already supplied the Victor Talking Machine Co. with a list of all our agents, about 200, and they can make such use of it as they deem proper. The Hunt case in Washington I have nothing whatever to do with; but it seems to me if suits are instituted against all the people we have been selling it will be rather costly, as the injunction only lies against our company."

AN ODD DISPLAY SIGN.

One of the most attractive hangers for window display or store-decoration has just been brought out by the American Record Co. for advertising "Blue Records." It emphasizes their familiar trade mark, "Music Hath Charms." The complete design of the Indian listening to a talking machine is embossed in colors on a calf-skin. The whole hide is used just as it comes from the tannery. The figure of the Indian is made of papier-mache and brought out in bas-relief. The feathers, bracelets, hair, blanket, beads and skin are all in their natural colors, making it very lifelike. The bright colored quivers and arrows and other Indian trappings are not forgotten in the picture, and the whole is decidedly suggestive of the red man and his hunter life. A space has been reserved on the skin in which can be inserted copies of the new bulletins as they appear from time to time. Altogether this hanger is very striking and is sure to attract attention wherever it is displayed.

TALKING MACHINE LUNCHEON.

Newspapers have hailed as a delightful novelty the "talking machine luncheon" given by Mrs. Charles H. Berryman for a group of the older married set. She had a great talking machine placed in a corner of the dining room behind a screen of palms and long-stemmed yellow roses. Thus hidden, the machine gave out sounds surprisingly true to the original. Mello's icy, flawless voice was heard, and there were arias by other operatic artists. Mrs. Berryman asserts there is no need of bringing in an orchestra when it is so easy to have machine-made melody.

TALKING MACHINES IN WAR.

Not long ago Mr. Yano, of the Columbia Phonograph Co., San Francisco, distributed fifty records, sending one each to fifty generals in the Japanese army. Among the acknowledgments received by him, Mr. Yano has a letter from Marquis Oyama, dated on the battlefield, Manchuria, expressing his thanks for a record entitled "Capture of Port Arthur," and telling how much he appreciated the excellent reproduction of such a great musical composition. The brilliant Japanese commander sent the record to the Red Cross Society with his thanks.



No. 542
Finished on the Back as well as the Front.

The "HERZOG"

CABINETS bring
business your way!

Fall in line by placing a sample
order with your jobber.

HERZOG

Art Furniture Company

SAGINAW, MICH.,

U. S. A.



No. 162
Finished all around. You can place them in any position
without having the effect.

Some News in The Novelty World

Specialties which may be carried as a side line by dealers

At this period of the year all live merchants are making their calculations for the fall trade and are placing orders for the styles and quantities considered necessary for their prospective trade. Sporting goods are not exception to the rule, and it behooves those in the talking machine field who contemplate adding this profitable line to their business to "make up" if they are not to be left behind in the coming rush. Perhaps some have placed orders for rifles, shot-guns and the necessary equipment for the hunting season, but how much attention has been given in preparation for securing a share of the profitable trade in other seasonable goods—that sell even after gun supplies are called for?

The great game of football was never more popular than now, but how many dealers will be prepared to handle this trade? Our advice is to "get busy"; make connection with some manufacturer and lay in a supply of suits and other paraphernalia necessary for "young America" to enjoy the game. The line of goods need not necessarily be a large one.

Then comes the athletic and gymnastic supplies, which are varied and extensive, with highly satisfactory returns. Later, with the coming of winter, we have snowshoes, hockey and ice and roller skating, all of which should be catered to by the modern handler of sporting goods. Many merchants in these lines are also selling quantities of hand sleds for coasting in the patterns demanded by the youth of to-day. In the coming spring the trade may expect a brightening in the wheel world, for while the bicycle business in some sections of the country has been quiet for the last few years, there is bound to be a re-naissance.

CAMERAS AND PHOTOGRAPHIC SUPPLIES.

Business in cameras and photographic supplies has again begun to pick up after the recent hot spell, which had a demoralizing effect on the trade. Dealers are now busy preparing for the fall season and all indications point to a big business in these goods; therefore there should be no hesitation in laying in a fall supply instead of trusting later to telegraphic messages to fill orders. Customers soon tire of hearing "we will have it in to-morrow," and will go where that phrase is unknown. Our advice is to place orders in advance while the manufacturers are not overcrowded.

To the alert dealer who is looking for profitable side-line photo supplies should appeal very strongly, and as a matter of fact thousands of dealers in sporting goods, talking machines, etc., have already taken in this line with gratifying results. There is one feature of this business, however, that the man who is not going very extensively into the line finds it difficult to take care—that is the finishing of amateur work, as

the volume in many cases is not great enough to warrant the dealer in establishing his own department. The National Specialty Co., 49 West 28th Street, New York, take care of all this work and dealers needing assistance in this line should look them up.

THE BALL SEASON APPROACHING.

The football season will open much earlier this year than usual. Therefore, dealers should place their orders at once for football supplies, in order to meet the demand. The official football rules for 1905 will be published in Stoumbing's Official Football Guide and will be the recognized standard. There will be many changes this year, and the book is bound to have a great sale.

HAND CARVED PIPE RACKS.

A clever manufacturer is just now showing a very attractive line of pipe-racks, the chief beauty of which is the finish and design, both being quite unique. These pipe-racks are hand carved, which is easily discernible and adds much to their value, when one considers that there are many faces and hundreds of expressions in an assortment. Two of the most attractive styles are: one showing in bold relief a jolly German smoking a pipe, the stem of which, upon leaving the mouth, inclines downward to the bowl, the latter being large enough to receive matches. Another of these novel articles is made of a long board, on the front of which appears four jockeys on horseback racing, the heads of the men being hollowed to receive pipes, etc. The tinting is very pleasing, and the newness of design will make these sell well if once seen—in view of the fact that they can be retailed at from 75 cents to \$3.75 each.

THE PHOTO PILLOW.

The latest novelty in amateur photography consists of a soft pillow, on the front of which appears six blank spaces of different dimensions. The photo is printed on sensitized cloth made for the purpose. The photo is then inserted in the blank space and attached on. Pretty floral designs appear in the space not taken up by the pictures, and when embroidered with silk floss the effect is beautiful. The pillow top, with back, retails for 59 cents, and the package of sensitized cloth for 35 cents.

SPORTING TRADE NEWS.

The New York Tennis Racket Co., who for some years were located at 537 Manhattan Avenue, this city, where they carried on the business of restringing tennis rackets, have removed to more spacious quarters at 417 125th Street, where they will be better able to handle their rapidly growing business. In addition to the foregoing line they will manufacture a high-grade line of sweaters, golf and hunting coats.

It is scarcely necessary to state that the sales of the Ingersoll dollar watch for the past year have been phenomenal, this article long since having earned the reputation as a main stay to the sporting goods department of the talking machine dealer. They announce many improvements in their specialties.

A TALK ON "NOVELTIES"

By Morton E. Dunn, Buyer Adams Dry Goods Co.

"Novelties successfully bought and sold" would be a good title for a book on this broad question, and no doubt every merchant would buy a copy if he thought any sure rule of success could be found between the covers. Almost every staple line of merchandise has its novelties, which sell with varying success. It is to be assumed that any rapid-selling line like talking machines or staples generally will bear the addition of novelties, because it gives life to the line and prolongs the sale. It is not the "novelty staples" that have been the source of loss, it is the "novelty" strictly speaking, which has destroyed the profits of so many otherwise well-paying departments.

A few good rules to help anyone to judge the merits of any novelty presented are: First, is the article useful? This is very important, because few people buy useless articles. Second, What is it used for? After learning that it is useful, and what it is used for, decide who will buy it, whether men or women, boys or girls, or just one of these, because it will have an important bearing on the sale of any strict novelty. To illustrate: The cigar hand dish is successful, because it is useful to a man as an ash receiver; because almost every cigar hand dish has been made by a woman and given as a present to a man, the man giving the bands from his cigars to the woman to finish the dish. Girls and boys have made many of these for card trays also. A little study of human nature will teach you what novelties are likely to be in demand.

There are many articles made for men of which thousands are sold, and yet few men buy them, because they were all presented to them by women. Pipe racks, cigar cases and hundreds of articles are invariably bought by women. There is a better sale for higher-priced articles for women's use than for men's. If you were a buyer of smoking jackets you would say when looking at a line of samples, "any man would pay \$15 for that beautiful novelty," and yet they are nearly all sold to women, who buy them as gifts to men.

The great mistake made by the unsuccessful buyers of novelties in every branch of business is their inability to see the usefulness of the article, and to measure the possibility of sale. Look at goods with the eyes of experience and judgment, and see that it is not wise to buy a gross each of ten attractive articles in a line of novelties, because in the very nature of things all the different priced goods could not move with equal speed. If all the articles were one price, then all could not possibly be equally desirable, and success does not merely depend upon what has been sold, but how little has been left over.

A novelty may be "very useful" or it may be "very useless," and it is strictly up to the buyer to decide just exactly how much a customer is willing to pay for the novelty feature. Experience shows that a man will pay \$10 for a toilet

Photo finishing of every description for the trade at lowest rates.

Write us for prices and full particulars.

NATIONAL SPECIALTY CO.
49 West 28th Street, New York

BURNT LEATHER Post Cards
Sell Like Hot Cakes
RISLEY-BIRD MFG. CO., 9 Fifth Avenue, New York.

Our Burnt Leather Post Cards are the quickest selling and most profitable side line ever offered the talking machine trade.

Trial Order—We will send you prepaid 100 cards (67 beautiful designs) with the name of your town stamped on each if desired, for \$1.75 cash. Retail everywhere at 10 cents. You make a clean profit of \$5.20.

(Please mention Talking Machine World.)

NEW YORK TENNIS RACKET COMPANY,
MANUFACTURERS OF HIGH GRADE
Sweaters, Golf and Hunting Coats. Tennis Rackets Restring and Returned Promptly.

Write for our prices and "Window Cards"

447 West 125th St., New York City.

set for a woman, and a woman will pay \$5 for a shaving set for a man, showing that women, being the lesser money makers, they do not pay so much for certain goods as men do. One of the best means of testing the sale of any novelty is to try a sample line and see what the public thinks of the idea. Out of twelve different articles about four will be the real money makers, and may be reordered right along. If your customers cannot see a good, sensible use for the article they will not buy it. A novelty has a harder fight for existence than a staple, therefore it must be as useful though more attractive than the former.

TRADE NEWS IN BRIEF.

L. F. Douglass, general manager of the Victor Talking Machine Co., Camden, N. J., who has been in California since spring, a guest of his father-in-law, Peter Bacigalupi, the progressive veteran of the business, of San Francisco, is expected to return East about October 1. Mr. Douglass' health has been greatly improved, but whether he will again become active in Victor affairs is doubtful.

William McArthur, who has been looking after business for the American Record Co. in the West, his regular territory, is now whipping things into shape in and about New York City. "Mac" is esteemed one of the bright and shining lights of the trade and is a welcome visitor wherever he calls. His biography is rich in talking machine incidents by "hood and field," for he is one of the forty-niners of the business.

This week D. Mitchell, general manager of the Victor Distributing & Export Co., New York, is on a vacation to the Thousand Islands, in company with a personal friend of the masculine persuasion. The trip will give the affable Daniel a chance to think up a few bright trade booklets, for which he has earned a reputation of the right kind. It is more likely, however, that the fish will receive the most attention.

The Eastern Talking Machine Co., Boston, Mass., is one of the very prosperous concerns of the country. Last year it declared a dividend of over 30 per cent., and perhaps this will be exceeded for the current fiscal period. Starting with a capital of \$7,500, it is now ambling along cheerfully and contented, with their financial standing rated at \$75,000 and not owing a dollar.

Henry B. Babson, president of several jobbing houses, as well as of the Universal Talking Machine Mfg. Co., general manager, etc., of other enterprises in and out of the trade, is having no end of sport this season off Seaside Park, N. J., with his yacht, "Another Old Maid." His trip little craft cost his proud owner a round \$10,000, so the news goes, but as Mr. B. is a wealthy man with no encumbrances, why not? It is also said that Mr. Babson is weary of the effete East, and longs for the free, open life to be enjoyed on a ranch in the great West. As he holds the title papers to a splendid estate of this kind, and is also interested in mining propositions, he may put the talking machine business aside and indulge his inclinations before another year rolls around.

Koehring & Bro. have bought the business in Indianapolis, Ind., run by Wm. T. Boyd as the Indiana Talking Machine Co., taking possession July 15. They will conduct the concern in their own name, Mr. Boyd still remaining the owner of the company title. After a rest for the summer, which he is passing in the East, Mr. Boyd proposes entering the trade again at some other Western point, for he frankly states that the talking machine business is the best under the sun at the present time for profits with a big P.

The American Record Co. reports that contrary to expectations the business for the month of July, which is usually the dulliest in the season, showed an increase of 12 per cent. over that of the preceding month. Judging from the way orders have been coming in so far during August,

the "Blue Record" is a favorite, and dealers are preparing for a "rush" business in the fall.

A new modifier has just been invented by A. H. Ryder, of Brooklyn, which he expects to place on the market this week. It is made of metal (oxidized and polished). It is strictly a modifier, doing away absolutely with all the grating, rasping sounds common to many machines, and can be regulated to suit the taste of the player.

Henry J. Hagen, who is in Cuba securing master records for the Universal Talking Machine Mfg. Co., has been most successful in his mission, and has secured a great many records made

by the Municipal Band of Havana, largely of Spanish and Cuban airs. He has also a number of vocal numbers by Senor Colombo, who is one of the prominent tenors of Cuba. In all, Mr. Hagen has taken about two hundred master records, which are said to be exceptionally satisfactory.

The stockholders of the American Graphophone Co. held a meeting on August 10 to consider the purchase of the common stock of the Burt Co., amounting to \$150,000.

L. Kaiser has just returned from a month's trip through the West. Among other points visited was his old home in Kansas.

Have You Heard

any of the Hebgew records manufactured by The United Hebrew Disc Record Co.?

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.

Send For Catalogue and Full Particulars.

The United Hebrew Disc Record Co.

257-61 Grand Street, New York.

(Grand Theatre Building.)



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

THE NICKLIN COIN-OPERATED PIANO

(PATENTED THROUGHOUT THE WORLD)

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

The Nicklin Coin-Operated Piano

The ONLY Perfect Coin-Operated Piano.

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.

Good Territory Still Open. Write for Catalogue "T.M.W." and Discounts

PIANOTIST COMPANY Factory and General Offices: 153 WEST 24th STREET NEW YORK

ATTENTION

Talking-Machine Men!

=====
 \$2,030.15
 Earned in
 32 Months
 =====



=====
 100% Each
 Year on
 Money In-
 vested
 =====

THE above photo shows Mr. D. K. Miller's Cafe, corner Broad and Capitol Streets, Harrisburg, Pa. This Peerless Piano took in \$2,030.15 in thirty-two months, money invested earning over 100 per cent. each year.

It is quite as easy to sell Peerless Coin-Operated Pianos as it is to sell Talking-Machines.

If You Are Interested

we will show you how, and arm you with progressive and attractive advertising matter to do it with. Get in the swim. Territory allotted to hustlers.



STYLE D.

=====
 Full and complete
 catalogue of tunes
 on application.

All the latest mus-
 ical hits.

=====



STYLE 44.

PEERLESS PIANO PLAYER CO.

=====
 ROTH & ENGELHARDT, Proprietors
 =====

WINDSOR ARCADE, - - FIFTH AVENUE, - - NEW YORK

STORY OF A SUCCESS THAT CAN BE YOURS

IT IS EASY to make money with Edison Goods. The unqualified praise of every purchaser combined with the world wide fame of Thomas A. Edison make the goods half sold when they reach your store. And we do a large part of the other half. Our liberal magazine advertising sends many direct to your store, and we refer all advertising inquiries to the nearest dealer. Write to us or to your nearest jobber for information on the

Money in Edison Phonographs and Records.

National Phonograph Co., ORANGE, N. J.

31 Union Square, New York

304 Wabash Avenue, Chicago

FOLLOWING ARE THE JOBBERS IN EDISON GOODS IN THE UNITED STATES AND CANADA.

ALABAMA.
BIRMINGHAM—Talking Machine Co.
MOBILE—W. H. Reynolds
MONTGOMERY—R. L. Fenick

CALIFORNIA.
SAN FRANCISCO—Peter Bacigalupi

COLORADO.
DENVER—Denver Dry Goods Co.

CONNECTICUT.
MIDDLETOWN—Caulkins & Post Co.
NEW HAVEN—Fardoe Eisenberger Co.

DISTRICT OF COLUMBIA.
WASHINGTON—E. F. Droop & Sons
Co.; S. Kann Sons & Co.

GEORGIA.
ATLANTA—Atlanta Phonograph Co.
WAYCROSS—George H. Youmans

ILLINOIS.
CHICAGO—James I. Lyons; Siegel-Copper & Co.; Talking Machine Co.; The Vim Co.; Montgomery Ward & Co.; Rudolph Wurlitzer Co.
PEORIA—Peoria Phonograph Co.
QUINCY—Quincy Phonograph Co.

INDIANA.
INDIANAPOLIS—Craig Jay Co.; Klipp Bros. Co.; A. H. Wahl & Co.
LAFAYETTE—A. H. Wahl & Co.

IOWA.
DES MOINES—Hopkins Bros. Co.; The Vim Co.
FORT DOUGLASS—Early Music House.

KENTUCKY.
LOUISVILLE—C. A. Ray.

LOUISIANA.
NEW ORLEANS—William Bailey; National Automatic Fire Alarm Co.

MAINE.
BANGOR—S. L. Crosby Co.
PORTLAND—W. H. Ross & Son.

MARYLAND.
BALTIMORE—E. F. Droop & Sons Co.

MASSACHUSETTS.
BOSTON—Boston Cycle & Sundry Co.; Eastern Talking Machine Co.; Ives Johnson Sporting Goods Co.; C. E. Osgood Co.; Reed & Reed.
FITCHBURG—Ives Johnson Sporting Goods Co.
LOWELL—Thomas Wardell.
NEW BEDFORD—Household Furnishers Co.
SPRINGFIELD—Flint & Brickett Co.
WORCHESTER—Ives Johnson Sporting Goods Co.

MICHIGAN.
DETROIT—American Phonograph Co.; Grinnell Bros.
SAGINAW—Morley Bros.

MINNESOTA.
MINNEAPOLIS—Thomas C. Hough.
ST. PAUL—W. J. Dyer & Bro.; Thos. C. Hough; Minnesota Phonograph Co.

MISSOURI.
KANSAS CITY—J. W. Jenkins' Sons Music Co.; J. F. Schmelzer & Sons Arms Co.
ST. LOUIS—Conroy Piano Co.; O. K. Houck Music Co.; Western Talking Machine Co.

NEBRASKA.
LINCOLN—E. E. Biles Cycle Co.
OMAHA—Omaha Bicycle Co.; Nebraska Cycle Co.

NEW JERSEY.
HOBOKEN—Eclipse Music Co.
NEWARK—A. O. Pett.
PATTERSON—James E. O'Dea.
TRENTON—Stoll Hank Book and Stationery Co.; John Sykes.

NEW YORK.
ALBANY—Finch & Hahn.
BROOKLYN—Chapman & Co.; A. D. Matthews' Sons; Price Phonograph Co.
BUFFALO—P. A. Powers.
ELMIRA—Elmira Arms Co.
GLOVERSVILLE—American Phonograph Co.
KINGSTON—Forsyth & Davis.
NEW YORK CITY—Bettell Phonograph Co., Ltd.; Blackman Talking Machines Co.; J. P. Blackman & Son; Sol. Bloch; I. Duvign, Jr.; S. B. Duvign; Douglas Phonograph Co.; H. S. Gordon; Harry Jackson; Jacob Music Box Co.; Victor H. Danke's Siegel-Copper Co.; John Vanamaker; Alfred Weiss.
OSWEGO—Frank E. Bolway.
POUGHKEEPSIE—Price Phonograph Co.
ROCHESTER—A. J. Desinger; Mackie Piano, O. M. Co.; Giles H. Miller; Talking Machine Co.
SCHENECTADY—Finch & Hahn; Jay & Hickard & Co.
SYRACUSE—W. D. Andrews.
TROY—Finch & Hahn.
UTICA—Clark Horrocks Co.; Arthur F. Ferriss; William Harrison; Utica Cycle Co.

OHIO.
CANTON—Klein & Feffelman Co.
CINCINNATI—Isen & Co.; Rudolph Wurlitzer Co.
CLEVELAND—Eclipse Musical Co.
COLUMBUS—Perry E. Whitatt Co.
DAYTON—Nielsen & Debat.
EAST LIVERPOOL—Smith & Phillips Music Co.
NEWARK—Bell-Flintze Co.
TOLEDO—Hayes Music Co.

PENNSYLVANIA.
ALLEGHENY—Henry Irsam.
ALLENSTOWN—G. C. Aschbach.
EASTON—William Werser.
HARRISBURG—S. K. Hansburger.
NEW CASTLE—W. C. DeForest & Son.
PHILADELPHIA—C. J. Hepp & Son; Lit Bros.; Penn Phonograph Co.; John Wamamaker; Wells Phonograph Co.; Western Talking Machine Co.; H. A. Weymann & Son.
PITTSBURGH—Theo. F. Hentel Co., Inc.; Kaufmann Bros. H. Kieber & Bro.; C. C. Mellor Co.; Pittsburg Phonograph Co.
READING—Reading Phonograph Co.
SCRANTON—Ackerman & Co.; Technical Supply Co.
RHODE ISLAND.
PAWTUCKET—Pawtucket Form Co.
PROVIDENCE—J. M. Ives Co.; J. A. Foster Co.; Household Furniture Co.; J. Samuels & Bro.; A. T. Scattergood & Co.
TENNESSEE.
KNOXVILLE—Knoxville Typewriter and Phonograph Co.
MEMPHIS—F. M. Atwood; O. K. Honck Piano Co.
NASHVILLE—Magruder & Co.; Nashville Talking Machine Co.

TEXAS.
DALLAS—Southern Talking Mach. Co.
EL PASO—W. G. Wall Co.
FORT WORTH—Cummings, Shepherd & Co.
HOUSTON—Texas Phonograph Co.
VIRGINIA.
RICHMOND—Magruder & Co.
WISCONSIN.
MILWAUKEE—McGreal Bros.
CANADA.
TORONTO—H. B. Williams & Sons Co.
WINNIPEG—R. S. Williams & Sons Co., Ltd.

In December, 1904, a firm in New York State, in a city of 22,000 population, took up the sale of Edison Phonographs and Records, with a stock of three machines and 150 records, despite the fact that there were six other Edison Dealers in the same city. Up to July 10, 1905, they had sold 13,278 Records at a profit of \$1,860.32, and 261 Phonographs at a profit of \$2,293.00. The total profit on the seven months' business was \$4,153.32, with a realization of 65 1/2 per cent. on the investment. To prove the validity of this statement we will furnish the name to anyone entitled to know.

