This is It

The life of Arcades
Holds the trade in Cales
Easily increases your receipts
Right Player, right price
Establishes trade wherever placed
Guaranteed income for the speculator
Attracts and holds attention anywhere
Imitates to its earnings never reached.

THE REGAL PIANO AND PLAYER CO.
891 Southern Boulevard,
NEW YORK
"KEEPING EVERLASTINGLY AT IT BRINGS SUCCESS"

and "A Satisfied Customer is the Best Advertisement"

The above well known and oft repeated maxims represent the entire scale of business success.

Everlastingly At It We are never satisfied with results and are constantly experimenting with new ideas, adopting later methods and effecting changes that show decided improvements.

Success Is spelled with a big S when it is used in conjunction with American Records. On the market less than two years, we have made a reputation for merit and superiority of product.

Satisfied Customers We are daily in receipt of letters from our customers praising our business methods. It is our constant aim to make our business relations mutually profitable.

WE WIN WITH INDIAN RECORDS

To Our Jobbers and Dealers:

We are prepared to furnish, on application, free of charge, a number of artistic cuts and designs that can be used in a two column newspaper or half page space in magazine, for the purpose of advertising "Indian Records" locally.

THIS IS CUT NUMBER 1 and is characteristic of the series.

WRITE FOR FURTHER INFORMATION.

Elsewhere in this issue you will find complete list of records on Bulletin No. 2—our latest selections.

THE HIT OF THE SEASON

10 Inch Record, "Wait 'Til the Sun Shines, Nellie," No. 031299 and No. 166 in the 7 Inch. This record promises to eclipse the phenomenal sale of "In the Shade of the Old Apple Tree."

Write for Catalogue E, Just Issued.

AMERICAN RECORD CO.

HAWTHORNE, SHEBLE & PRESCOTT, Sales Mgrs.

SPRINGFIELD, MASS.
Talking machine men everywhere will be interested to learn of a change in the freight tariff which will go into effect on and after April 1.

This change is the result of some time a desire on the part of some of the manufacturers to get a reclassification for talking machines, and through their efforts they have succeeded in bringing about this alteration, so that after the first of April there will be but one classification for talking machines and records throughout the United States and Canada, this being a reduction from one-and-one-half first to first.

This was done for two reasons, one being the fact that a great deal of profitable business throughout the manufacturing concerns interested, an adverse vote being taken by the full committee, a concession, were argued against in full, and upon a false impression, as well as others equally erroneous.

TO FOUND UNIQUE UNIVERSITY.

A Heidelberg Professor Plans to Use the Talking Machine in Giving Lectures in the University Which He Is to Establish in Columbus, Ohio.—The Advantages of Having Instruction Repeated at Any Time.

(Special to The Talking Machine World.)

Columbus, Ohio, Feb. 10, 1906.

Should the intentions of Dr. William Alexander, late of Heidelberg, Germany, but now residing in Columbus, to establish a university here be carried out, it will be the seat of the most unique college in the world.

Dr. Alexander was the guest of a prominent business man in Columbus recently, and it is asserted that during that time the preliminary arrangements for the organization of a corporation to revolutionize the methods of disseminating knowledge were made.

It was with the utmost reluctance that the doctor talked of the proposed college, but he finally expressed himself as follows:

"We will utilize the phonograph in our work, and by means of this instrument in different parts of the world we can have the same opportunities at home that are now afforded by the best colleges, as well as the hating and rowdism features.

"Only instructors of the first grade of ability will be employed, and Europe and America will be drained of their greatest scholars and investigators to serve in such positions.

"These will deliver lectures and make demonstrations each day just as is done in any regular college, but these lectures will be reproduced on phonograph records at the names of the necessary.

"Our teachers of languages will be natives of the countries in which these languages are employed, and will imbue our students with the benefit of the accent, which so many teachers of languages lack.

"We will begin with sixty instructors, many of whom have been engaged, and the number will be increased as circumstances may demand.

"Classes of not less than fifty will be formed all over the world. They will erect buildings for our laboratories, etc., which will be on a par with those of any college in the world. Then our classes will be made to understand the necessity of employing such protection as we may for our plan of education in all of the civilized countries.

Mr. Alexander is a native of Ohio, but has spent the greatest part of his life in the universities and colleges of Europe.

NEW SAN FRANCISCO CONCERN

Incorporated for the Purpose of Selling Talking Machines Throughout the Great Northwest—C. E. Brown to go East—Other News.

(Special to The Talking Machine World.)


The Talk-o-phone Co. reports an excellent business. C. E. Brown, now general manager of the Talk-o-phone Co., president; E. N. Clintsman, manager of the wholesale small goods department for Kohler & Chase, vice-president; C. H. Corder, general sales manager; and D. M. Brown, associated with the firm will go East this week.

The new concern will handle talking machines and supplies of all kinds, but particularly the Talk-o-phone and Zonophone records. The first store to be opened will be in Spokane, Wash., and a store is being fitted up there which will be ready for occupancy in a few days. This concern is destined to play quite a part in the further development of the talking machine business throughout the Northwest. Its capital is $10,000.

The Talk-o-phone Co. reports an excellent business.

The officers are: Chas. E. Brown, of the Talk-o-phone Co., president; E. N. Clintsman, manager of the wholesale small goods department for Kohler & Chase, vice-president; C. H. Corder, general sales manager; and D. M. Brown, associated with the firm.

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A CAPITAL “FOLLOW UP” LETTER.

That Will be Found Handy for Dealers Who Wish to Reach People Not Personally Accessible.

Very frequently dealers are given the names of prospective buyers who may not be personally accessible owing to their living in the country, and therefore a letter with “pulling” power is the next best thing. One used by the McKenzie Bank Safe Co., Harrisburg, Pa., is such an excellent form that it is reproduced below for the benefit of those who may wish to write a letter of the same kind. It can be varied to suit any line of goods, as follows:

“We received a letter this morning from the—advising us of your inquiry in reference to—talking machine or—records. The company appreciate the courtesy of your communication and advised us to treat you in a way that would add another happy customer to their long list of patrons throughout the United States and the world. Our store is at 25 South Fourth street, Harrisburg, Pa., very close to the Pennsylvania depot, also the Chestnut Street bridge, so that it is very convenient, should you make a call to our city. Or we shall take great pleasure in sending you—a talking machine and a two or three dozen record case. Sliced or partly so, with any of the famous—records that may please you, you to send us a list either by name of piece or by number.

“If you choose to state your preference as to song, spoken pieces or band music, we will be pleased to pick you out a small collection, which we know will give you entire satisfaction. Thanking you for your order in advance, and trusting to be favored with your valued patronage, and a call at our establishment when in our city, we beg to remain,

TALKING MACHINE’S LATEST PUPILS.

In one of the strongest schools in the world a new roster of pupils has recently been matriculated. These pupils are parrots—twenty in number—forming the nucleus of a class from which a woman trainer in Philadlephia expects to realize many hundreds of dollars next Christmas, when all the birds have become proficient talkers.

There is nothing novel in this. The unique feature of the plan is that she trains the birds to speech and song by means of the talking machine.

This idea originated with Mrs. Jacob Hope. A parrot without conversational ability is worth $10 to $15. One that has an entertaining number of phrases at its command will bring from $100 to $150.

There is money. Mrs. Hope believes, in teaching her feathered pupils what make you are using. She is not many people who make a success of it, owing to the fact that it requires an iron throat, powerful lungs and a peculiar singing voice. Then, care must be given to the most minute details. Every word must be pronounced distinctly, with every vowel and consonant accurately enunciated. In New York we have an orchestra assisting and so record is sent out unless it is absolutely perfect. A mispronounced word or a blast throws the record out.”

AN INTERESTING NOVELTY

Is the Phonograph Watch Which Speaks the Time Will Be Introduced to the American Market at an Early Date.

“The latest novelty in Paris,” said an importer who has just returned from Europe, “is the phonograph watch. It is the newest and, to me, the most interesting application of the principle of the disc talking machine.

“The watch is the size of an ordinary pocket time-piece, but instead of a dial it has a disk that revolves rapidly when you press the stem, and in place of hands an arm carrying a needle-point which is used on the transmitter of an ordinary talking machine. The case, when opened, forms an ear-piece. When you place the watch to your ear and press the stem, the disk revolves, the needle is thrown into contact, and the watch literally tells you the time, repeating the hour and minute as long as the pressure on the stem continues.

“For use in the dark the new watch has a decided utility, to say nothing of being a fascinating novelty. Paris was wild over them when I was there. They sell for from 35 francs in nickel cases, up to 150 francs in gold. The disks in use only repeat the hours in French, but I arranged to have a unit be introduced to tell time in English, repeating the hours myself for the “master record,” and will have them on the American market next season as a Christmas novelty.”

THE TALKING MACHINE WORLD.

Do You Use Our Needles?

No matter what make you are using from whom you buy how good the needle how cheap the price

You are not getting as good a needle as we furnish

We do not handle inferior goods Our needles are the best money can buy Our prices are low—for good needles

Try Ours and you will use no other

Samples furnished at 30c per M

Special

Prices on Large

Quantities

Perfect

Perfect

Perfect Medium Quiet

1/16

2/16

3/16

THE ADJUSTABLE SOUND BOX

Should be on all your machines

Has a 2 inch diaphragm is adjustable

Giving any required tone carries high tones most perfectly enunciates most distinctly gives a natural tone is not hard on the records is the best you ever heard

Made for Victor-Taper-Arm only price, $5.00

Regular Victor Discount to Distributor and Dealers. Sent Upon Receipt of Price

If not satisfactory money will be refunded Write for Full Particulars

American Talking Machine Company

586 Fulton Street (Brooklyn), N. Y. City

Largest Talking Machine House in the City.

Trade is of good dimensions both in a retail and wholesale way. The buyers have their troubles in the difficulty experienced in getting goods as needed from the manufacturers, and so one can give any hope that the congestion can be relieved in the near future. And that’s the worst of it.

John Rogers, of the Knoxville Typewriter and Phonograph Co., Knoxville, Tenn., has come to Chicago for a couple of months or so and is helping out James I. Lyons, the well-known talking machine jobber, who is simply swamped with the details of his large business, and who gladly welcomed the temporary assistance of an experienced hand.

Mr. Rogers explained the arrangement by saying that while his firm are conniving themselves entirely to the retail business, they have had it cut out for them in entering the talking machine business, and the opportunity of entering the Lyons jobbing house for a while was one not to be declined on account of the valuable knowledge he would gain. Mr. Rogers says that the talking machine business is developing with remarkable rapidity in the South, and that the talking machine is winning even greater prestige there than in the North. His chief alone put out over 2,000 machines in Knoxville last year. All cylinder machines. It’s a cylinder town. There are now 4,000 cylinder machines in Knoxville and just fifteen cylinder machines in the other large cities. On the other hand, Memphis and Nashville, in the same State, are distinctly disc towns.

Mr. Rogers’ company handle the Columbia and the Edison goods.

Arthur D. Geissler, son of L. F. Geissler, general manager of the Victor Talking Machine Co., has been made manager of the Talking Machine Co., of this city, one of the largest, if not the largest, distributors of Victor goods in the country. Mr. Geissler arrived in Chicago on Monday of this week to assume his new position. He was greatly pleased with the shape he found the North’s largest distributor in. His first alone put out 14,000 machines in Knoxville last year. All cylinder machines. It’s a cylinder town. There are now 4,000 cylinder machines in Knoxville and just fifteen cylinder machines in the other large cities. On the other hand, Memphis and Nashville, in the same State, are distinctly disc towns.

Mr. Rogers’ company handle the Columbia and the Edison goods.

Mr. Geissler is well pleased with Chicago. He is a man of winning personality, and is gifted with a physique which tells of vast stores of energy. He is a man of long experience in the talking machine business, having charge of the wholesale small goods and talking machines for Sherman, Clay & Co. for several years prior to going to New York to accept a position with the Victor Co., which he relinquished to come to Chicago.

Changes are still being made at the Chicago headquarters of the National Phonograph Co. New recording rooms are being installed for the benefit of visiting Edison jobbers, and other improvements are in progress. Manager Nisbett is expected home from the coast about Feb. 15.

Lyons & Healy have hit upon the expedient of ordering a number of Victor records in advance of their general delivery to the trade. For instance, dealers who are willing to trust to Manager Goodwin’s selection can now obtain some of the finest numbers in the March list, it’s quite an innovation, one that requires nerve, as it means the ordering of large quantities of records in advance. Mr. Goodwin, by the way, is now spending a week or so with Paul Healy and R. B. Gregory at the famous Muldoon “Muscle Farm” in New York State.

The Healy Co. have secured the agency for the Zonophone Co.’s machines and records, and will handle them in a jobbing as well as retail way. Mr. Faber, who will have charge of the department, is very enthusiastic regarding the move, and Ray Healy looks wise when he speaks of it, as much as to say that the talking machine world is about to witness something very much like a comet aright the horizon.

The Healy Co. will, by the way, move next May into the store now occupied by the Rudolph Wurzler Co., at 258-300 Wabash avenue, when the Wurzler Co. will move to their recently acquired building at 266-268 Wabash avenue.

The Columbia Phonograph Co., Chicago branch, has recently made a contract whereby the Twentieth Century graphophone will be used for the inside winter concerts at ten of the Chicago parks in lieu of the orchestras which have been used heretofore. It is certainly a triumph for the Twentieth Century, and a use for the machine which dealers in other cities may well make a note of.

O. W. Eckland & Co., 125 Dearborn street, Chicago, have some excellent schemes for increasing the sales of talking machines which dealers would do well to investigate.

The Chicago offices of the American Graphophone Co. and the Hawthorne-Sheble Mfg. Co., have been moved to larger quarters on the second floor of the Adams Express Co. building, 185 Dearborn street. Manager Noyes says that business is excellent.

GIVE OLDER TITLES A BETTER SHOW.

Too many dealers and too many of their salesmen are making the mistake of playing only the latest records issued when the purchaser of a phonograph is endeavoring for the first time to make up a selection of suitable records, remarks Edison Phonograph Monthly. To the salesman who has heard all of the older numbers it is quite natural that the new list is the most attractive, the customer who makes up his selection from them gets a lot of well-made and varied selections. On the other hand,

the older numbers include hundreds of desirable selections, many of which would be preferred by the purchaser if he knew that they could be had. Many a dealer, who has been selling for months excellent records from every standpoint, and records that would find a ready sale, simply because it does not occur to him to play them for customers. In this way he puts down many records as being slow sellers when really they are only slow because he does not give them the same chance that he does the later titles. Then, too, many dealers would be able to dispose of many of their apparently slow-selling records, if they would make more of an effort to put them forward and play the later ones only when asked for. Every dealer should make an inventory of his stock at intervals to ascertain how many of the apparently slow sellers he has on hand and play these frequently. He will be surprised to find how many of them he can sell.

J. W. BINDER TAKES CHARGE

Of the Columbia Graphophone Co.’s Commercial Graphophone Department—A Valuable Acquisition.

The latest development in talking machine circles in this city has been the creation by the Columbia Graphophone Co. of a commercial phonograph department. The growth of this branch of the company’s business during the past year has been so rapid that the creation of this department was absolutely necessary.

In casting about for a suitable man to head the new department, the choice fell upon J. W. Binder, who for nearly two years past has been in charge of the commercial business in Pittsburg. The head office of the new department has been located at the company’s executive offices at 90 West Broadway, and Mr. Binder assumes his new duties on the first of February.

Prior to entering the employ of the Columbia Phonograph Co., Mr. Binder had for a term of years been connected with the Philadelphia Press and he brings to his present position the energy and thoroughness of the trained newspaper man, enabled to the abilities of a successful salesman and a thorough knowledge of, as well as an enthusiastic belief in, the commercial phonograph.

A. Hung, superintendent of the Universal Talking Machine Mfg. Co.’s factory, who underwent an operation at the hospital returned to his home last Thursday after a confinement of three weeks. He expects to resume his position shortly. His many friends in the trade will be glad to hear of his rapid recovery and restoration to health.
### THE TALKING MACHINE WORLD.

#### GROWING FACTOR IN BUSINESS


The application of machinery to business has become of utmost importance, perhaps the most important, of latter-day innovations. Not only has the volume of business been vastly increased, but new classes of workers have been created. The introduction of the typewriter meant more to the general waiting army of women toilers than the discovery of gold in the Klondike meant to its army of miners. The business man, the lawyer, the banker, are rapidly adopting the machine, if necessary as many as seventy-five talking machines in everyday use.

From a dozen to twenty machines is no unusual number for a house to order at one time.

The stenographer that women began to develop their latent business propensities was the woman typist and the woman stenographer really is the strongest commercial hold writer that women began to develop their latent business propensities.

The most important, of latter-day innovations.

### BUSINESS COLLEGES TAXING UP MACHINES.

> It is certain that the talking machine will ultimately become of more general use than anywhere else. One large reporting office in New York has a plant of twenty-four rooms, thirty-eight machines, twenty-eight typewriters, eighteen operators, and four boys to serve the needs of twenty-two courts.

#### HOW TALKING MACHINES ARE USED.

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<thead>
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### OUR FOREIGN CUSTOMERS.

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

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<tr>
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### CLEVER LIGHT PUBBLICY.

**Ernest R. Robinson**, of the Columbia Phonograph Co.'s retail store at 872 Broadway, in addition to his many other qualifications, is an artist and a clever dressmaker. His latest "attention attractor" is a novelty easily constructed and well worth the notice of the retail trade. A dummy gramophone is set up, and a dummy motor and the current of air pressing against the upright discs causes them to continually revolve, and the one in front of the window, if he or she remains long enough, will believe the problem of perpetual motion to be solved.
Do you want to do more business?

Victor trade is right at your very door. It is brought there by our magazine advertising, and some local newspaper advertising of your own will bring it into your store.

The magazines containing our advertising go to 49,000,000 people every month. We tell them about

Victor Talking Machines and Records

and get them interested—we even bring some of them to your store.

But if you want to reap the full benefit of what we do for you, if you want everybody in your neighborhood to know you have the Victor goods, if you want to get all the money within your reach, start in to advertise.

It’s no experiment. Other dealers are doing it and just coining money; and there is no reason why you shouldn’t fall in line and be counted in with the money-makers.

Victor Talking Machine Company
CAMDEN, N. J.

P. S. One of the most valuable “hints” to a keen dealer is: Place standing monthly orders for the new records with your distributor, and push this feature. (Keeps your customers calling at least monthly—they look for them.)

Artistic Monthly Bulletins furnished free for this purpose.
THE GIRL HE LEFT BEHIND HIM.

A Tale of the Philippine War.

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

A girl sits at the window, gazing with heavy eyes out at the dreary landscape.

The postman comes, but the little package she yearns for so eagerly is not in his leather sack.

"I'm sorry, Miss," he says, as he sees the dumb agony in her pretty face, "but there is nothing for you to-day, Miss."

"Yes, perhaps to-morrow." She repeats it after him mechanically, but there is no hope in her voice.

Away in the far-off Philippines her lover is fighting for his country.

The morning of his departure comes to her now as though it were but yesterday. Once more she hears the blare of trumpets, the roll of drums, the gay troopers sing as they march, and his voice mellow tenor rings out above them all:

"We are going to fight for Uncle Sam swing by.

And the cheers of the people as the gallant soldiers of Uncle Sam swing by.

As he comes abreast of them, a volley of rifle shots ring out upon the still air, but the intrepid rider speeds on unscathed.

Then a clump of trees a hand of Filipinos lie in wait. The man in army blue, the name of our soldier's true pride, is blazoned with the words, "Well done," and leaps into his saddle. Again sounds the heat of hoofs on the sandy road; a cloud of dust is raised behind him.

A scurry of hoofs, ever growing louder, sounds outside the tent, and the cry "Mail!" echoes through the camp.

"The girl listens to the voice of her loved one."

A scurry of hoofs, ever growing louder, sounds outside the tent, and the cry "Mail!" echoes through the camp.

General Jack Warfield hands a package to the courier. The little brown man in khaki salutes and leaps into his saddle. Again sounds the heat of hoofs on the sandy road; a cloud of dust is wafted across the plain, and he is gone.

Down the winding path a horseman gallops, his wory steed going fast despite the heat. In a clump of trees a band of Filipinos lie in wait. As he comes abreast of them, a volley of rifle shots ring out upon the still air, but the intrepid rider speeds on unscathed. He crosses himself, mutters a prayer in Spanish, and sinks the spurs deeper into the reeking flanks of his pony. He is out of the zone of bullets now, and the mail is safe this time.

CHAPTER IV.

The girl still sits by the window. The postman comes again, but now his face is wreathed with smiles as he hands her a package bearing the odd stamps of the Philippines. She thanks him joyously and unwraps it with nervous fingers. Then she places the shiny black cylinder in her hands and kneels before the window, her face bowed upon her breast, while the song goes on:

"The man in army blue."

The postman comes again, but now his face is wreathed with smiles as he hands her a package bearing the odd stamps of the Philippines. She thanks him joyously and unwraps it with nervous fingers. Then she places the shiny black cylinder in her hands and kneels before the window, her face bowed upon her breast, while the song goes on:

"The man in army blue."

"She listens to the voice of her loved one."

The girl still sits by the window. A young man in the uniform of a general sits in his tent talking into a phonograph. His face bears the marks of toil and conflict, and his voice muffled inside the recording horns sounds strained and harsh:

"For heaven's sake, darling, tell me why I do not hear from you. Has any one come between us? I have sent you record after record, filled with my love for you, but not a word has come back to me from across the ocean. Are you ill, that you cannot speak? My heart is heavy, for I fear that some great calamity has befallen you. If you receive this, and the light of your love is still burning, I pray you to send me an answer that I may live again. Yours devotedly, Jack."

CHAPTER III.

A young man in the uniform of a general sits in his tent talking into a phonograph. His face bears the marks of toil and conflict, and his voice mellow tenor rings out above them all:

"We are going to fight for Uncle Sam swing by.

The music grows louder.

The postman comes again, but now his face is wreathed with smiles as he hands her a package bearing the odd stamps of the Philippines. She thanks him joyously and unwraps it with nervous fingers. Then she places the shiny black cylinder in her hands and kneels before the window, her face bowed upon her breast, while the song goes on:

"The man in army blue."

The girl still sits by the window.

A band is playing down the street; the melody drifts in at the window. Yes, they are singing, too:

"When the bloody strife is o'er,

The boys march home again.

"Mid plaudits from the ones they love,

It is concise and appeals at once to the prospective customer. Every dealer using this System speaks in the highest terms of its convenience and selling power.

NOTE.—On Saturday Evening, Feb. 3rd, our entire stock of records was destroyed by fire. An order for 80,000 records was immediately wired to the factory and we are now prepared to take care of all orders promptly. Everything Fresh and New.
BUSINESS BOOMING IN BOSTON.


(Especial to The Talking Machine World.)


"It beats all how trade keeps up," said the remark of a talking machine man this week, and this remark was repeated, in different ways, in every talking machine establishment visited. Business is really remarkably good, so good, in fact, that none of the retail establishments have very large stocks on hand.

It has been found almost impossible to replenish the depleted stocks—stocks which grew small during the holiday rush a month ago—because it has been impossible to get goods from the factories. Every retail store reports that orders for records and for machines of all makes are still unfilled.

There is an evidence of rushing business in every store, in the fact that a steady stream of customers are pouring in.

The Eastern Talking Machine Co. report the best business of their career. As an evidence of this they sent an order two weeks ago to the factory for 9,000 records, and followed it this week with an order for 7,000 more. This is "going some." Wholesale Manager Chamberlain says business has been better than he dreamed of three months ago. His department showed a steady increase every day so far this month.

The Talking machine dealers have been wonderfully surprised at the large trade they have had since the holidays. They were all looking for a quiet month in January, but the reports are unanimous that both the wholesale and retail business was far ahead for the same month a year ago, and they also state that the demand for the best class of goods has been very large.

W. C. Fuhri, manager of the Columbia Phonograph Co., states that their business for January was 25 per cent better than that for the same month a year ago. He also states that their trade at all the branches in this territory was equally as favorable. This concern still retain their second place in the Prisco building, on Oliver street.

Mr. Fuhri left last week for a short business trip to Little Rock, Ark.

D. S. Ramedell, vice-president and general manager of the St. Louis Talking Machine Co., states that their business for January showed a remarkable increase over that of January a year ago. He said they were looking for a quiet month, and were not surprised to find trade as good as so good. Oscar O. Morgan, city salesman for this concern, who was reported quite sick in our last number, was greatly surprised to find trade was as good as so. Oscar O. Morgan, city salesman for this concern, who was reported quite sick in our last number, was greatly surprised to find trade as good as so good.

E. L. Garvin, of the Western Talking Machine Co., expressed his pleasure at the large volume of business transacted during January.

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The Ditson Hall is the largest manufacturer of records in the world, and the remains were shipped to Baltimore, Md., for burial.

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Manager E. B. Washburn, of the talking machine department of the O. K. Houck Piano Co., reports having had a very large trade during the month of January, and particularly so on high-class goods. P. F. Elyes, manager of the talking machine department of the O. K. Houck Piano Co., at Memphis, Tenn., is expected here this week to make a short stay.

J. S. Stierlin, secretary of the Thibees-Stierlin Music Co., also reports having had a very fine wholesale and retail trade in their talking machine department during January.

P. L. Krusch, representative for the National Phonograph Co. through the states of Illinois and Iowa, was a recent visitor here.

Malcolm B. Henry, western sales manager of the Hawthorne & Shibley Mfg. Co., with headquarters in Chicago, spent one day here recently.

MEXICAN NATIONAL PHONOGRAPHS.

Among the incorporations filed with the secretary of the State of New York recently was that of the Mexican National Phonograph Co., Lakeside avenue and Valley road, Orange, N. J., for the purpose of manufacturing phonographs and all kinds of talking machines. Capital, $25,000.00; Incorporators, Almon R. Webster and John Randolph, all residents of Orange.

VICTOR LINE WITH PHILIP WERLEIN.

(Especial to The Talking Machine World.)

New Orleans, La., Feb. 5, 1906.

Philip Werlein, the big piano dealer of this city, has secured the wholesale distributing agency for the Victor Talking Machine Co. for this city and locality. In view of Mr. Werlein's reputation as a hustler in this connection he is a valuable one to all concerned. Mr. Werlein has been handling for some time the Zonophone, which he will continue to represent.

ADOPT USE OF COMMERCIAL MACHINES.

Talking machines for use in dictation are being tested in the office of General Freight Agent Brodloebnigh, of the Baltimore & Ohio Railroad, in order to get them in time for their customers' needs.

Improvements, enlargements and developments are in progress at the store of the Winchell Co., on Orange street, and it has shown a steady increase every day so far this month.

The machine supplements the regular stenographer is busied with other duties. A clerk who can operate the machine and the remains were shipped to Baltimore, Md., for burial.

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THE TALKING MACHINE WORLD.

MANUFACTURERS OF THE "STERLING" RECORD

ARE THE LARGEST MANUFACTURERS OF RECORDS IN GREAT BRITAIN. OUTPUT 125,000 WEEKLY.

Every Sterling Master is Recorded by RUSSELL HUNTING The Originator of the "Michael Casey" Series WE GUARANTEE EVERY RECORD TO BE PERFECT.

S "STERLING" GOLD MOULDED RECORDS 25 CENTS EACH.

LIBERAL DISCOUNT FOR EXPORT.

Canadian, New Zealand and South African Importers will save Duty by Importing BRITISH MADE RECORDS.

THE RUSSELL HUNTING RECORD CO., Limited

81, City Road, London, E. C., England
We manufacture the only complete line of Flower Horns on the market. Our designs are exclusive and our Flower Horns are all manufactured by our own special designed machinery, ensuring a finish and effect that cannot be equaled by those of other manufacture.

For Cylinder Machines.

<table>
<thead>
<tr>
<th>No.</th>
<th>Size.</th>
<th>Description</th>
<th>List Price</th>
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<tr>
<td>20</td>
<td>30 in. long, 24 in. bell.</td>
<td>Brass, Polished, no Decoration.</td>
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<td>30 &quot; &quot; 24 &quot; &quot; &quot;</td>
<td>Outside Red, Inside Plain Decoration &quot; Blue &quot; &quot; &quot;</td>
<td>$8.00</td>
</tr>
</tbody>
</table>

Cranes

No. 4. Screws to back of cabinet, top folding, nickel-plated throughout. $1.25
No. 5. Instantly adjusted to cabinet of any Standard, Home or Triumph Phonograph without injuring the cabinet. All folds in compact space; nickel-plated throughout. 2.50
No. 6. Same style top as No. 5, the base being plainer and japanned in place of nickel-plated. 1.50
No. 7. Same, exactly, as No. 5, except it is handsomely copper-plated and lacquered, in place of being nickel-plated. 3.00

Trade quotations furnished on application. Send for illustrated booklet.

See that this Trade Mark is on all Flower Horns and Cranes; it is a guarantee of quality.

Hawthorne & Sheble Mfg. Co.
TIMELY TALKS ON TOPICAL QUESTIONS.

Besides having a natural gift for bright, clean and successful business affairs, C. V. Henkel, president and general manager of the Douglas Phonograph Co., New York, has clear ideas about the talking machine business, and this is no small talent, for it is on the soundest kind of basis, and is certain to witness development little short of stupendous.

Recently indulging in an informal talk on this subject with The World, he said: "True it is that the past two years were wonders so far as this business is concerned, but the next two will go beyond anything the most enthusiastic talking machine men have dreamed of in their philosophy.

The trade, in my opinion, should be on as substantial a foundation as the piano line, artistically and commercially. To my mind a talking machine as a musical instrument is superior to a piano, whether played manually or mechanically; it is piano just the same. But the talking machine is a perpetual delight, as it reproduces the finest efforts of the greatest vocalists, not merely and finished artists on every known instrument, but the best methods of making arrangements direct with the composers?

Manager Haynes, of the Columbian Graphophone Co., Lowell, Mass., tells interesting stories about people who occasionally come in to hear music. One night, not long ago, a sweet little boy of about four years was in the store with his mother. He was such an interesting little fellow and seemed so thoroughly to enjoy the music and the surroundings that Mr. Haynes couldn't resist speaking to him. "You like the music, do you?" he asked the little fellow, but the little fellow just looked at the manager and said never a word. The boy's mother talked with the little fellow a minute or two, then said to Mr. Haynes: "He doesn't know what I mean, whether to talk to you or not. I've just got him a book about fairies and he really believes he is in fairyland now."

A little while after the little fellow, who had heard about the machines, couldn't restrain himself any longer. He insisted that the music was fairy music and that the bright horns were made especially for fairyland. Then he capped the climax by asking the manager: "What do you eat? Do fairies eat same's I do?"

"Definitely not, my lad," answered the manager. "What's fairies to do with eating anyway?"

Haynes had to admit that that particular fairy did eat anything longer.

Following the announcement that brass horns had been advanced 15 per cent, and cranes or stands the same amount, W. A. Lawrence, of the Standard Metal Mfg. Co., 10 Warren street, New York, said to The World: "Frankly, the price of horns should be advanced when the condition of the raw material market is considered. At the same time our company have not increased their figures as much as the others, and it is possible that our reduction of prices has been a little too liberal. But the present cost horns could stand a 10 to 15 per cent raise."

The horn situation is peculiar, the demand being heavy, with the supply reported short.

General Chaffee tells of an irascible major in the army, who at the time of the maneuvers held at Ft. Riley, Kan., about a year ago, stumbled upon a newspaper correspondent as he, the officer, was making his round inspection. As the newspaper man was in a locality where he had not the slightest right to be, the major's ire was awakened, says the New York Tribune.

"Here sir," says the officer, "your blancket specimen of supreme impudence, what are you doing here with that instrument?"

And he pointed to the camera that the newspaper man had with him.

Whereupon the latter replied: "Well, sir, I brought it along for the purpose of taking a few photographs, but had I known that I was to have had the pleasure of meeting you I should have brought a phonograph instead."

He didn't know the possibilities of the talking machine—a story must go too good unpunished. During the recitals given by the Musical Echo Co. a short time ago to the public, the manager announced that he would reproduce the voice of Tannegna, the great Italian tenor, who was dead, but whose voice still lived. The recital was played without any special comment, and several others followed. He then announced that he would play a selection from Caruso. A gentleman in the audience got up and asked if he meant that was the voice of Roberson Cruze. The audience at once became interested; the gentleman manager explained that this was Cav. Enrico Caruso. The gentlemen excused himself, stating that as he had just reproduced a voice of one who had long been dead he did not know what the possibilities of a phonograph were, upon which the audience became almost hysterical.

The installment business in all grades of talking machines has grown to enormous proportions, and one dealer estimated that 60 per cent. of all the sales was on that basis. Records have not yet been included in this method of doing business, and so far have been either cash sales. A conservative estimate of the increase in the number of stores selling talking machines over a year ago has been placed at 30 per cent., and it is no uncommon thing to see a talking machine in the windows of sporting goods houses, cigar stores, dry goods stores and even barbershops. These are not classed by the regular dealers as legitimate competitors, as they carry only a small stock of records, and depend more on the occasional sale of a machine.

Evidently jobbers who claim to be distributors only, and therefore should be classed as simon pure jobbing houses, proposes advancing their trade status in this respect to the further consideration of the manufacturers. There are other things, that it is much better to have one or two, possibly three (according to size and population of points) distributors with large stocks, than to have ten or more in the same territory. At any rate, jobbers who advance this argument declare they will keep on agitating and advocating their claims to recognition on this score, coupled with the thought that new repro-graded discounts should be accorded buyers (now ranking as jobbers from the size of orders placed) and the dealer so placed.

As yet no further progress has been made in the proposed revision of the copyright statute. The Register of Copyrights, T. Borough Joeberg, expressed himself, a few weeks back, as follows:

"I am hoping to arrange for the third session of the copyright conference some time in January. Both the chairman of the Senate committee on patents and the chairman of the House committee on patents has expressed the opinion that the loss of a little time in the introduction of the bill would be less serious than any protracted discussion before the committee, or any action of revision at its hands."

Here it is February, and no word has gone forth as to just when...
DO YOU WISH TO MAKE MONEY?

GOOD MONEY!

Then we can help you, for we manufacture a line of records which are sold at prices which must popularize them with the people, and

WHILE OUR 10 INCH RECORDS ARE RETAILED AT 40 CENTS,

it should be understood that there is no cheapening of quality, in fact we have received the strongest praise for the excellence of our records. Our products are strictly high grade as to tone, articulation and volume, and mechanically, the very best finished product on the market. Their wearing qualities have been thoroughly tested.

Now you can do no better than to get into communication with us on the subject of records, for the trade mark which appears on this page will become the most popular in this country.

Our discount to Jobbers is liberal, and we cater in every way to the largest trade interests.

We should be glad to supply samples of our product upon application, and we have a catalogue, containing a list of our records, which may be had for the asking.

Be sure that you take this matter up with us at once and learn of our trade discounts.

We may add that we will be glad to stamp up special labels that are furnished to us on large orders.

There is going to be a big business in records this year, and you may as well have your full share of the trade. We can help you to do it, and make you dollars, as we said at the beginning of our statement.

May we hear from you?

INTERNATIONAL RECORD CO.,

40 Washington Street, Auburn, N. Y.
the measure in question is to be framed up, let alone being submitted for final endorsement to the ultimate copyright conference.

Bearing on the bill the attitude of record manufacturers has never been openly and unequivocally announced. Their position may be presumed without going into details. This is made clear by the unofficial statement made by R. L. Thomas, who was present at the second and latest copyright conference and well known in placing magic-lantern circles from his long connection with the Victor Talking Machine Co. His recommendations to the Librarian of Congress at the time, as well as to Mr. Sober, as he outlined them to The World, follow: "While I attended the conference as an associate of the music publishers' delegates, I was not entitled to the privilege of the floor. Therefore, I said, was in the nature of a private conversation with Mr. Putnam and Mr. Solberg, both of whom I know personally. You know that in registering music, books, etc., under the law two copies of the publication are required to be registered with the Librarian of Congress. Now, I said to these officials, when we were discussing the new copyright bill, that when we came to deposit two copies of every cylinder and disc record made with them they would need an additional wing to the library building. For I held that records and reproductions in the same sense a photograph is the copy of a painting. If the latter is entitled to copyright, registration and protection, as it is, why not making machine records? That's the only point I made at the conference."

H. C. Miller, a manufacturer in another line at Waterford, N. Y., but a talking machine enthusiast and manager which depends downward instead of standing vertically. The horn is arranged to go through a cabinet, and in emerging at the bottom the flare faces a sound-board. The sound effect is said to be mollified, improved, and in a measure strengthened. This is the very opposite of the idea originated and patented by Victor H. Raphke, of New York, whose invention has been illustrated and described at some length in previous issues of The World. Mr. Raphke's horn adjustment is designed for both cylinder and disc machines, the latter just about now perfected, and it is certainly a marked improvement in tonal quality. Both of these gentlemen are sure they have made discoveries of note, and should it prove true, the commercial success would be commensurate with their practical value.

With the introduction of superbly designed and finished cabinets are "keeping tabs" on centers in which the demand for these elegant and worthy goods is the greatest. A comparison of notes shows that Pittsburg, Pa., is the best market in the country, though only a few months have elapsed since the first was sold there. Dealers in that husky bustling city aver they have made discoveries of note, and should it prove true, the commercial success would be commensurate with their practical value.

The chaplain on a certain battleship was given a magic-lantern lecture, the subject of which was "Notes and Scenes from the Bible." He ranged with a sailor, who possessed a gramophone, to discourse appropriate music between the slides. The first picture shown was Adam and Eve in the Garden of Eden. The sailor excused his brain, but could not think of anything appropriate. "Play up," whispered the chaplain. Suddenly a large idea struck the jolly tar, and—to the great consternation of the sky pilot and the delight of the audience—the gramophone burst forth with the strains of "There's Only One Girl in the World for Me."

Mrs. Henry Peck had been resting in her family plot in Stonewater for several months, and Hen. Peck was enjoying a well-earned rest. He returned late from the club and was sinking into a fitful slumber when a well-known voice smote on his ear. The accustomed curtain lecture proceeded while, perspiring and trembling, he hid himself under the bedclothes, expecting every instant to have the apparition of the late Mrs. Peck drop some weighty household implement on his defenseless head. The voice at length ceased, and stillness of an intense character succeeded. He turned on the lights and took a solemn oath to forswear all bachelor joys. In the meantime his next-door neighbor, after putting away the record of Mrs. Nag, locked the phonograph for the night.

Material for making talking machine cabinets is exceedingly scarce, and buyers are scouting the market for raw stock, according to an authority whose company is one of the largest consumers in the market. Metal—steel and iron—of the right brands, employed in manufacturing cylinders, disc records, and the same lime, is obtainable only at very much higher prices, while the mills are tied up with orders for months ahead.

Talk of foreign music publishers entering the record making field is received with apparent tranquillity by the regular manufacturers here. Aside from several patents which are spoken of as detrimental to the development of trade in the United States with these goods, those directly interested declare the duty is prohibitive; for example, seven-inch records are dutiable at the rate of 50 cents ad valorem, and ten-inch records at 45. Masters are also classified at the latter high rate.

Notwithstanding the belief that with the final adjudication of the Berliner and Jones patents in their connection with the reproduction of sound, composition for records and the process of reproducing records pending in the United States courts, litigation ou talking machine inventions would be pretty well cleared up, but other suits are to come.


According to a recent decision of the General Board of United States Appraisers, on the exportation of cases manufactured with the use of imported fiber cardboard, a drawback will be allowed equal in amount to the duties paid on the materials so used, less the legal deduction of 1 per cent.

In other words, are you selling I. C. S. Language Outfits? If not, you are neglecting one of the most profitable and valuable features of the phonograph business. You may sell this Outfit not only to customers who regularly buy amusement records, but to the class of people who ordinarily would not make any use at all of the phonograph. Dealers who are handling "Double-Service" to-day state that it increases their business 30 per cent. or more.

Are You Selling Language Teachers?

"Are you selling I. C. S. Language Outfits? If not, you are neglecting one of the most profitable and valuable features of the phonograph business. You may sell this Outfit not only to customers who regularly buy amusement records, but to the class of people who ordinarily would not make any use at all of the phonograph. Dealers who are handling "Double-Service" to-day state that it increases their business 30 per cent. or more.

Are You Selling Language Teachers?

"Can you afford to neglect any chances for increased business?"

International Correspondence Schools,
Box 918, Scranton, Pa.

Dear Sirs:—I enclose 50 cents, for which kindly send me Demonstrating Outfit, advertising literature, and pamphlets for selling I. C. S. Language Outfits. I am an Edison Dealer in good standing.

Name.

Address.
ABROAD

(Special to The Talking Machine World.)


The Neophone Co. are now located in their magnificent new building at the corner of Tabernacle and Worship streets, where they are occupying five floors with splendid facilities to meet their growing business. The ground floor is used for show rooms and offices, the record, sales and store departments being on the floors above. The record making department is in the basement, where hydraulic machinery of a powerful type is installed. Here they have facilities for turning out 20,000 records a day.

Dr. Michaelis, the inventor of the Neophone, exercises his usual keen supervision over the producing departments. He is a great believer in the disc machine and says that all developments of importance will be associated with that instrument in the future. This company has achieved a great success, and are steadily making their records. They are recommended by all talking machine men who desire to bring out the best sellers.

A critical examination will show that our record thread has a peculiar fineness, and dealers have praised our latest creations in unstinted terms. These discs are made of gold-noodle cylinder with the great volume and naturalness of the best disc record. Their immutability from breakage enables them to be made in a size hitherto impossible, and 20 inch records are now sold which will play from eight to ten minutes. The ordinary sizes are 9 and 12 inches, and their prices are 6d. (12 cents) and 1s. (25 cents) each, respectively.

A rather novel feature for the entertainment of those who wait for hours outside the doors of unreserved parts of theatres has been inaugurated by Lewis Waller, the eminent actor manager, at the Imperial Theatre. On Wednesday evenings the doors are opened earlier than usual, and to entertain the crowd he has installed a large talking machine which gives an impromptu concert, commenting with an overture by a noted military band, and concluding with a selection, in his own voice, from "Henry V." This idea has appealed to other theatrical managers, and is now being used throughout the provinces for the purpose of keeping the audiences entertained until the curtain rises.

The National Phonograph Co., Ltd., of this city, are now publishing an English edition of the Edison Phonograph Monthly, which has met with the greatest appreciation from the trade. It is handsomely printed, and contains much of interest to the trade regarding Edison phonograph progress, as well as much technical information. The second number, which has just made its appearance, is in every respect equal to the first, and is a credit to the advertising department of the London office.

The fire which totally destroyed the recording plant of the National Phonograph Co., in Paris, has only caused a temporary inconvenience, inasmuch as they at once continued the manufacture of the French records at their large plant in Brussels. New quarters, as well as necessary machinery, have been secured, and the new recording plant in Paris will resume work immediately. The demand for Edison records throughout France is rapidly growing, some of the most eminent artists being connected with this branch.

It may be worth noting that the famous Garde Republique Band, of Paris, has just paid a visit to London, is among the great organizations that have made records for the National Phonograph Co., and the visit of the band has brought about a great demand for these band records.

Baroness Cederstrom, better known as Mme. Patti, has at last been induced to make a number of records of her famous songs and arias with which her name is indisputably connected. The records were made at Mme. Patti's castle, Croy-G-Nos, Wales, the accompanist being London. The Gramophone Co., for whom these records were made, are to be congratulated on securing records by this famous artist, whose name is revered wherever music is loved.

During the recent general election talking machines were employed by many of the candidates, but by no one, perhaps, so effectively as by Arnold Herbert, the Liberal candidate for South Bucks, who obtained the services of an expert, and spoke three speeches into a huge phonograph. Admirable records were made, and the instrument was taken round the villages of South Bucks, reproducing nightly with wonderfulclearness, Mr. Herbert's eloquent periods. The mechanical orator tempered the political oratory with songs and humorous quotations.

Employees of the Russell Hunting Co., Ltd., held the first annual dinner at the Finsbury Town Hall recently. About two hundred employees were present, the board of directors being well represented, with Edgar S. Perry in the chair. Interesting speeches were made by Charles Howell (Howell Bros.), who proposed the toast of the firm, which was responded to by Louis Sterling, managing director. C. Dunlop proposed the Trade, and Mr. Balcombe (Barnett Russell & Sons), responded. Russell Hunting; (Casey) proposed the Artists; Misses. Ernest Pike and Hamilton Hill replied. Mr. Smith

ZON-O-PHONE

Records Sound Better

50c.

Here is a musical charm about the Zon-o-phone Records which captivates all listeners. They have a velvety smoothness—a distinctness and clearness which creates new friends and admirers daily. Jobbers and dealers have praised our latest creations in unstinted terms. There are excellent reasons why the Zon-o-phone has grown so in trade popularity. A critical examination will show that our record thread has a peculiar fineness whereby we can get more on a record. The material is harder than is used in the ordinary record, thus insuring greater durability. The tone quality has a pleasing mellowness which has caused them to become the best sellers. We make a specialty each month of producing some attractions which are appreciated by talking machine men who desire to bring all the selling strength possible into their business.

10-inch Zon-o-phone Records, 50 cents each


28 Warren Street, New York

50c.
The American Record Co. report having recently finishing up-to-date selections in the 7-inch size. petitor with the cylindrical product at the same stock of jobbers and dealers. connected with the talking machine trade that come to us from our European cousins once in a nation, we must admit that some good things and it expense.

regarding it.

he is studying, and listen to the fullest details touch on the subjects on which the information is required. The visitor, if this plan were adopted, need only drop in his coin, stand by the exhibit he is studying, and listen to the fullest details regarding it. In this way the largest measure of information could be secured without much expense. The suggestion comes from England, and it is worth consideration, for notwithstanding any genius that we may be credited with as a nation, we must admit that some good things come to us from our European cousins once in a while.

SEVEN-INCH RECORDS AGAIN POPULAR.

Less than a year ago it was predicted by many connected with the talking machine trade that the 7-inch record would soon disappear from the stock of jobbers and dealers. A sudden demand seems to have arisen for this size of record, due probably to the fact that it is now a close competitor with the cylindrical product at the same price.

In making inquiry among the manufacturers, we have been advised that several anticipate furnishing up-to-date selections in the 7-inch size. The American Record Co. report having recently closed a contract for 500,000 7-inch records. They perhaps in no branch of the music trade industry is greater attention given to artistic ware room display and decoration than by the talking machine trade. Piano dealers are known everywhere for the chaste elegance of their stores, but the talking machine people have eclipsed them in point of handsome interiors and effective arrangements. Perhaps the character of the goods are responsible, in a measure, for the many beautiful decorative effects so marked a feature of stores in the trade, and the ambition to have a place are now regularly listing twelve 7-inch popular up-to-date records each month.

THE CANADIAN AGENCY

For the Heise System of Wire Record Racks Made by the Syracuse Wire Works Secured by R. S. Williams & Sons Co.

The Syracuse Wire Works, Syracuse, N. Y., are finding a large demand for their wire racks for records among the most progressive houses in the trade. This week they have sent a full equipment of their racks, the Heise System, to the new Toledo branch of the Columbia Phonograph Co., as well as to their new store in South Bend, Ind. They have also consummated arrangements with the R. S. Williams & Sons Co., Toronto, Ont., to handle their goods in Canada. They will carry a large stock, and will be fully prepared to enter fully to the demands of the Canadian trade. The No. 2 D rack for disc records which is illustrated in the advertisement of the Syracuse Wire Works in another part of this paper is proving a very popular specialty, and it is evident that there will be an increasing demand for this rack.

CONCERT BY GREAT ARTISTS.

The Cable Company's branch at Knoxville, Tenn., has recently been giving a number of complimentary recitals in Cable Hall, in which the Victor talking machine has been the entertainer. The program has been gotten up in a novel way, the participating artists being printed on the program just as if they were to appear in person. The entire affair was most delightedly conceived and carried out.

W. H. FREELAND TAKES CHARGE.

William H. Freeland, for many years with Hamilton S. Gordon, has connected himself with I. Davega, Jr., of 125 West 125th street, New York, assuming the management of the talking machine department. A full line of Edison and Victor talking machines, records and supplies of all kinds, is being handled, especial attention being paid to foreign records. Mr. Freeland is well and favorably known to the trade, and is certain to build up a splendid trade in his new sphere of activity.

Robert L. Gibson, Philadelphia, Pa., known for his improvements in sound-boxes, needle attachments, etc., was in New York last week on special business.

WITH PLEASURE

We Announce to the Trade

That we have contracted with the manufacturers of the MEGA HORNS (both Regular and Flower Shapes)

FOR THE EXCLUSIVE SALE OF MEGA HORNS

IN THE STATES OF Mass., Conn., R. I., Me. and N. H.

We solicit inquiries from the Trade for Descriptive Circulars.

Color Sheets and Attractive Money-Making Net Prices. Regular Horns are made in three sizes and five colors. Flower Shaped Megas in two sizes and five colors. Senior Flower Megas in six colors for Victor Taper Arm Machines.

WE RECOMMEND THE "MEGA" AS THE MOST ATTRACTIVE AND BEST REPRODUCING HORN ON THE MARKET.

THE EASTERN TALKING MACHINE CO.

177 Tremont Street, Boston, Mass.

Distributors of EDISON and VICTOR MACHINES, RECORDS and ALL SUPPLIES. Eastern Agents for HERZOG DISK and CYLINDER RECORD CABINETS.
"A Disc Record Needle is Something more than a pointed piece of steel."

NEEDLES!!

9 STYLES FOR DIFFERENT PURPOSES.

We Are Sole Distributors for the United States of the SCHWABACHER-NADELFABRIK.

THIS IS THE MOST CELEBRATED NEEDLE MANUFACTURER OF ALL EUROPE.

SOFT TONE.

ELITE, No. 1.
Used in the various attachments now on the market. Gives a very soft tone.

Packages of 200.

EUREKA, No. 2.
Will play from 50 to 100 records without changing needles. Requires no attachment. Fits any type Sound Box.

Packages of 50.

DOUGLAS SCRATCHLESS, No. 3.
Our celebrated Glass Needle. Will play over 150 Records with reasonable care.

No other needle will give as much detail.

Owners of operatic Records will obtain the most minute effect in Melba and Caruso Records which other needles lose.

Boxes of 12.

MEDIUM TONE.

EXCELSIOR, No. 4.
The very best all around needle made.
Will play several records without change.
Can be used on Talk-o-phone or American Records.

Packages of 100 and 300.

ROYAL, No. 5.
The celebrated gilt needle used extensively in Europe.
The plating gives a very smooth surface to the needle and reduces the scratching sounds.

Packages of 200.

AMERICAN, No. 6.
This is the same needle as our gilt needle, but is blued instead of being plated.

Packages of 200.

LOUD TONE.

IDEAL, No. 7.
The imported English needle, extensively advertised and sold at $2.00 per thousand under another name.

Packages of 300.

PERFECTION, No. 8.
The most popular needle ever sold.
For large rooms and dancing.
A worn out Record played with this needle will sound like a new one.

Packages of 100 and 300.

CONCERT, No. 9.
For exhibition and concert use.
The loudest needle made.
This needle has an immense sale all over Europe, and the demand since we introduced it in the U.S. has been very flattering.

Packages of 100 and 300.

JOBBERS AND DEALERS SUPPLIED. PRICES UPON APPLICATION.

WE DO NOT SELL NEEDLES IN BULK.

ALL OUR NEEDLES SOLD ONLY IN ORIGINAL PACKAGES.
QUARTERLY RECORD BULLETINS.

Some decisions pro and con regarding this subject which will become of interest.

Editor Talking Machine World.

Dear Sir:—I am pleased that you have opened your discussion on the question of monthly lists.

Twenty-four new records every month is a large assortment of records for the average dealer who buys 300 new records each month, and then they have to watch their customers and make quarterly lists. What is the saving in expense and time to keep up to date by keeping up to date by the quarterly lists? It is a question, however, that the manufacturers should determine as a body and not individually. I think that the results are not often too many are detrimental to their predecessors in point of sales. Interferes with the other, but the great sellers are the popular music of the day, and this the public and the trade call for; and therefore so long as the other record makers cater to this demand monthly, our company will doubtless keep right along as heretofore. That too many records are placed on the market is self-evident.

Practically the same opinions are held by the Victor Talking Machine Co., American Record Co., Universal Talking Machine Mfg. Co., Leeds & Catlin Co. and International Record Co. Of the same tenor is the following comment made in the September last issue of *The Talking Machine World,* which condenses the views of the foregoing concerns:

"Whether records are issued too frequently seems to be a question for each company to settle for itself. But there is no unanimity of opinion on the subject. Consideration has been given to the complaint that the monthly install-ment of new records comes so closely on the heels of the preceding lot that sales are greatly interfered with just about the time when the merits, or worth, or popularity of certain numbers are beginning to be felt. On the other hand it is said that the current day popular numbers—vocal, instrumental and otherwise—are the controlling factor in the business from a strict commercial standpoint, and profits are what everybody is looking for first, last and all the time. Consequently the more frequently—

"not under a month, of course—records of this description are furnished the better."
USE OF COPYRIGHT MUSIC NOT A BREACH OF STATUTE

Is the Decision of the Court of Last Resort in Belgium in the Suit Brought by Music Publishers Against the Manufacturers of Records for Talking Machines—A Summary of the Decree Will be Interesting to Makers of Records in This Country.

In the suit fought through to a final issue between the music publishers and manufacturers of records, with whom were joined the makers of all mechanical musical instruments, the court of last resort in Belgium decided every point in favor of the latter. The case was identical with that carried to the higher courts in France, but in which the manufacturers of talking machine records were mulcted in large amounts for royalties on certain kinds of copyright music used by them. The full decree has just come to hand. It is quite extended and abounds in legal verbiage. To summarize: The case was tried before the Fourth Chamber of the Court of General Appeal of Brussels, the applicants being the Compagnie Generale des Phonographes, Pathe Freres and Societe Ulcinia ag., Blaenenet and Pueyen. The defendants in this action were the complainants in a previous action in the lower court, where they were successful in having the recording of copyright music by record manufacturers recognized as a breach of copyright. The talking machine manufacturers appealed against this decision, and the decree just handed down upholds their objection. The first defendants in the present suit are of French, and the second of Italian nationality. The appellants are French.

The judgment, in brief, is as follows: In matters of literary and artistic property the relations of Belgium with France and Italy are regulated by the International Convention of Berne of 1886. By the terms of this convention it seems that only foreign authors have the right to reproduce their works or to authorize their reproduction in Belgium in any manner or form whatever. This principle is subject to an exception expressed thus: "The manufacture and sale of instruments reproducing mechanically airs of music does not constitute musical infringement." The defendants contend that this exception is not imperative, and can apply to broader rights than the interior legislations of the countries of the union may accord the authors against the unauthorized reproduction of their works; and that in consequence there is reason, in Belgium, to apply without any restriction the law of 1886.

It is stated that the supports of the original act have been inspired by economic prejudices, and that the States of the Union have yielded at the instance of the powers, which desired to protect an industry employing numbers of their workmen, and which have entered into the category of the instruments of which the manufacture and sale are declared to be legal. The decree sets aside the objection of the defendants that the passing on sale of copies of a disc or cylinder record constitutes a "veritable edition." It points out that they have nothing in common with the conventional signs permitting publications to be read, and that, isolated from the instrument, they remain without any utility. It goes on to cite a decision of the English Court of Appeals of 1899, upholding the decision of the Lower Court, rejecting the demands of the authors that the right conferred by law on a composer of a musical work includes the prevention of a reproduction of the work on talking machine records. It further states that the same question has been agitated in France and decided in the same sense by the Court of Paris, which had decided in 1889, upholding the decision of the Lower Court, rejecting the demands of the authors that the right conferred by law on a composer of a musical work includes the prevention of a reproduction of the work on talking machine records.

The decree remarks that if the convention of 1886 were to be interpreted in the sense urged by the authors, it would result that, in Germany, France and England, foreign authors would enjoy more extensive rights than native authors. Dealing with the further objection that the machine manufacturers cannot be said to reproduce the works which are adapted to it, but that the airs with words are none the less airs of music entering in the terms of the convention, it is stated that the authors of the words will be the sole persons having the right to complain, and it is pointed out that the defendants are the composers of music, and not at the same time the authors of the words reproduced by the machines of the appellants. The decree concludes by saying that it seems inequitable that the authors cannot, except in the case of public execution, secure any profit from the reproduction of their works, nor oppose such reproduction except in certain conditions, but that the court must decide that the authors are without right so long as the convention of Berne has not been modified or denounced. For these reasons the court sets aside the judgment appealed from, declares the defendants without right in their action, nul-lifies them, and condemns them to costs of both instances.

SELLING NEEDLES BY WEIGHT.

How the Little Items Are Handled in Quantities Without Counting.

The cut in the prices of talking machine records has, according to the leading dealers, caused a much healthier tone in that branch of the business by greatly increasing its volume. The trade in needles has taken such a jump since January 1 that a Chicago house, which receives the goods in bulk, employs boys to weigh the needles and put them up in envelopes of 100 each. This is usually balanced on a scale; 100 needles are kept lying on one scale and the boy pours out enough upon the other scale to balance, which gives him the exact hundred without counting them.

BIG RECORD PLANT AT AUBURN.

(Special to The Talking Machine World.)
Auburn, N. Y., Feb. 5, 1906.

The International Record Co. have a splendid plant in this city, located at 40 Washington and C. H. Woodruff, the local manager, while discussing business with The World, remarked that there was every assurance of an enormous business during the spring and summer. He stated that the orders which had been coming in from the jobbers and dealers were extremely large, and that with the ample facilities at the command of the International Record Co., he felt that they were well equipped to take care of the needs of the trade to the fullest extent.

PROOFS OF PROSPERITY.

A sure indication of the healthy condition of the talking machine business can be gathered from the volume of the supply business which is being transacted at the present time. The Haworth & Sheible Manufacturing Co. of Philadelphia report that during the month of January, 1906, they shipped out orders 95 per cent more goods than in the corresponding month of last year, and that orders are still on the increase.

STANDARD METAL MFG. CO.
MANUFACTURERS OF
PHOTOGRAPH 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 and Malvern Streets. NEWARK, N. J.
NEW YORK OFFICE AND SAMPLE ROOM: - - 10 WARREN STREET
A Dealer's Gold Mine in Itself!

The New Twentieth Century

COLUMBIA GRAPHOPHONE

(Style "Premier," 1906 Model.)

Especially adapted to Theatres, Halls, Auditoriums, Ball Rooms, Stores and the Home.

Retail Price, $100.

Don't fail to write for Trade Discounts.

A MONEY OFFERING TO DEALERS

The enormous profit to dealers who are handling this wonderful new Graphophone does not end with machine sales. A "Twentieth Century" Graphophone in your store will not only sell itself, but sell cylinder records faster than any other talking machine on the market.

For years experts have held to the theory that all the music was recorded on a record and but a thin reflection obtained in the reproduction. This theory is proved conclusively in the wonderful new

TWENTIETH CENTURY GRAPHOPHONE!

which is the first real substitute for the living performer or singer and reproduces with all the volume of the original.

The Twentieth Century Graphophone is now being successfully used by Theatrical Companies, Concert Halls and Dancing Academies. A big attraction for any store. A satisfactory entertainer at home. Uses the new Half Foot Long Twentieth Century Gold Moulded cylinder records—50c. each—and all ordinary cylinder records.

The "Twentieth Century" Graphophone marks a new era in the talking machine industry and no up-to-date live dealer should delay a moment in sending the inquiry coupon for full particulars, terms and trade discounts. They'll prove more than interesting. It is placed there for your express convenience and places you under no obligation to buy.

Dealers find it the greatest record seller ever introduced.

COLUMBIA PHONOGRAPH COMPANY, Gen'l

Creators of the Talking Machine Industry. Owners of the Fundamental Patents

Largest Manufacturers in the World

Grand Prize, Paris, 1900. Double Grand Prize, St. Louis, 1904

CUT OUT AND SEND THE ATTACHED COUPON TO-DAY
THE TALKING MACHINE WORLD.

EDWARD LYMAN BILL. — Editor and Proprietor.

J. B. SPILLANE, Managing Editor.

Trade Representatives: Geo. B. Keller, F. H. Thompson, W. W. Tyler.

Boston Office: EMMET L. WAITE, 273-275 Tremont St.


Telephones: Central, 614; Atlantic, 6443.

Philadelphia: Lynott & Co., 1122 and 1124 Arch St.

Philadelphia: 1629 and 1631 Market St.

B. W. KATZMANN, E. C. TUCKER.

St. Louis Office: 519-521 S. 5th.

San Francisco Office: 123-127 Front St.

Casa N. Van Buren, 425-427 Front St.

Published the 15th of every month at 1 Madison Ave. N. Y.


A PERSONAL survey of the talking machine field in the principal cities East and West during the past two months has furnished indisputable proof of remarkable trade conditions which exist in this industry. The business is going ahead by leaps and bounds, and the manufacturers, notwithstanding their enormously increased production, have been unable to keep up with the avalanche of orders which have been pouring in upon them from every quarter of the globe. They are doing their utmost to relieve the situation by working overtime, and are now preparing for substantial additions, in order to meet their commitments.

BUSINESS in the Middle West in all lines is unusually brisk, and the talking machine jobbers and dealers are enjoying their full share of business prosperity. Big orders have been placed for machines and supplies, and probably the largest orders for records ever taken have been given out to leading houses within the past sixty days. It would seem from present indications that the cut in record prices has stimulated an unprecedented demand, and it is no longer the vogue to take orders for a few records, for the quantity orders run up into big figures nowadays. The leading manufacturers have taken liberal space in periodicals of wide circulation, and in this manner they have helped the jobbers and dealers in their respective sections.

ONE of the largest manufacturers, while discussing business conditions with The World, predicted an unprecedentedly brilliant business for 1906. Certainly, proof of the unusual demand for everything in the talking machine line is furnished by the fact that as soon as have been announced for increased trade, the manufacturers are still unable to cope with the business which is being turned their way from every section of the country.

Another encouraging trade sign may be seen in the fact that from all over the country orders are being placed for some of the most expensive talking machine products. This emphasizes the fact that the talking machine men have good reason to be optimistic and enthusiastic as regards the outlook for the new year.

The majority of talking machine men find conditions most encouraging, and there is no reason why the new year should not result in as substantial an increase as 1905 exhibited over the preceding year. The country has plenty of money, and people are inclined to buy more liberally in all lines. Collections, too, which are always a pretty exact indication of the state of affairs in the business world, were never better at the present time, therefore to sum up the business situation, we may say that there never was a year in this industry which opened amid more favorable circumstances than those which surround the inception of 1906.

It is the unanimous opinion of many talking machine men everywhere that great and widespread — as was the prosperity of 1905, it will be far surpassed during the present year. Nor is it difficult to find a sound basis for this optimistic view. Wherever we turn our eyes we find evidences of prosperity; crops have been unusually large and prices for farm products have been high. The iron and steel industry never was more active than it is at present. The railroads are even now having more freight than they can carry with any degree of promptitude, and they are spending vast sums for improvements.

The bank clearings of the country show a large increase, and merchants in general, as well as the majority of manufacturers, are extending their facilities as the result of increased business, and in the conviction that the demands upon them will be greater than ever. Politically and financially, the country is on a safe basis. In fact, the signs of prosperity due to the natural healthy growth in expansion are many and varied, while the pessimists seek in vain for untoward conditions.

LAST month there was a meeting of talking machine jobbers in Cincinnati, and in March another meeting will take place in Pittsburgh. This will be the third meeting which has occurred in the West within the past few months, and these meetings show that there is a steady trend among the talking machine people toward organization of some kind. Jobbers and retail associations in other lines have accomplished some excellent results, and there is no reason why the talking machine people cannot also win some good things through united effort.

It is to be hoped, however, that at the start they try to do too much things, and as a result usually fail in accomplishing anything.

NOW, if one definite object is held up as worthy of accomplishment, and all others are sidetracked until the one most desired point has been won, then it is safe to say an organization is on the right track, and one which will lead ultimately toward better things. It is a very nice thing to have a lot of pet theories on easy tap; they are mouth-filling and pleasant to discuss with one's friends, but getting right down to solid business, there are really only a few business matters upon which competitors may set in concert. The moment arbitrary rules are adopted, or ironclad agreements made regarding sales, there comes a break, because the American business man will not submit to fettering his own possibilities by saying anything about freedom of action, and he will have it, and the talking machine jobbers might take a lesson from other trade associations, and not attempt to accomplish too much at the outset. If they do they will be liable to fall down, and fails usually injury.

SOME well-known talking machine manufacturers have been taking up actively a matter which is of the most vital interest to the entire trade, one which affects not only manufacturers but jobbers and dealers everywhere. Quiet, but effective work has been carried on, and through concerted action the talking machine men have been enabled to secure a reduction in freight rates for talking machines through a reclassification of machines and records. This new rate will be placed in effect on April 1, and there will be but one classification for talking machines and records throughout the United States and Canada. This new rate will insure a reduction from one-and-one-half first to first classification in less than carload lots, and to third class in car lots.

RAILROAD men for a number of years have placed a high classification on talking machines on the ground that the talking machine was a novelty and a fad, and the rates on records was double first in some sections of the country. Naturally this high freight tariff was seriously considered by the business, particularly in the far West, where the exorbitant tariff made the profitable handling of talking machines almost out of the question.

Great credit is due the talking machine men who successfully won out in this freight rate fight. They have fought the matter persistently for more than two years, as at first the railroad officials were not inclined to grant a lessening of freight charges. But after various discussions a reduction was secured which will take effect as we have stated.

THIS new freight rate will mean the saving of a good many dollars to talking machine dealers in every part of the Union, particularly those on the Pacific Coast. This new condition shows how completely the old ideas regarding the talking machine being a fad have become extinguished. When selfish business institutions like railroad corporations concede to an industrysimply on the basis of the just demands in such a manner, it is at once a compliment to the talking machine men. The slow method of doing so is a splendid example of how to do business, and it has changed toward the talking machine. It is not only a good illustration of a recognition of changing conditions, but it is the kind of recognition which means added profits to merchants, for the members of this trade will save a good many dollars at the end of the year through the inauguration of the new freight tariff.

WE wish to make The World the forum of the trade in the truest sense, and would suggest to the readers everywhere to send in specimens of their advertising, as we desire to give this business a distinct feature in our issues. Also we will take up trade discussions regarding selling points, business methods to develop trade, and other essentials in which the talking machine men are directly interested.
This invention relates to certain new and useful improvements in attachments to be used in connection with graphophones, phonographs, and the like reproducing musical instruments.

The primary object of the invention is to provide an attachment for improving the sonorous qualities of an instrument and to regulate the connection with graphophones, phonographs, and the like reproducing musical instruments, at the same time maintaining a mellow and soft sound.

The amount of tone produced by an instrument, at the ordinary speed at which the original master-record was secured, should be reproduced at the same surface speed at which the proper speed was secured, and with present devices the determination of the proper speed is a matter of careful adjustment and with most users a question of mere guesswork. This invention provides a very simple index by means of which the phonograph may be adjusted at the desired speed without the necessity of any experimental manipulation.

This invention relates to improvements in connections with horns or trumpet-like sound distributing and collecting devices, the object being to provide a horn or trumpet-like device which can be folded when not in use, so as to be capable of ready transportation and for placing within the case of the phonograph or in the pocket of the user when it is to be applied to an ear instrument or the like. The accompanying drawings represent one form of the invention.

This invention relates to devices which are applied to phonographs and other talking machines by means of which the sound-box may be automatically raised at any desired point of the record and returned to any other desired point, whereupon the sound-box is caused to descend into operative engagement with the record, so that the same selection can be played over and over again without any attention on the part of the operator. The present invention has for its object the provision of such an attachment which will be simple in construction, cheap to manufacture, reliable in operation, and which will effect the elevation and depression of the sound-box without sudden or abrupt movements.

Reference is hereby made to the accompanying drawings, in which Figure 1 is a front elevation illustrating the manner in which the horn can be collapsed or folded. Figs. 2, 3, and 4 are detail views illustrating the manner in which the horn can be collapsed or folded. Fig. 5 is a perspective view illustrating a convenient application of the improved horn to a phonograph. Fig. 6 is a detail view on an enlarged scale.

This invention relates to an improved device for use upon phonographs, ear-trumpets, fog-horns, and other sound distributing and collecting devices, the object being to provide a horn or trumpet-like device which can be folded when not in use, so as to be capable of ready transportation and for placing within the case of the phonograph or in the pocket of the user when it is to be applied to an ear instrument or the like. The accompanying drawings represent one form of the invention.

The invention is illustrated in its preferred form applied to phonographs and other talking machines by means of which the sound-box may be automatically raised at any desired point of the record and returned to any other desired point, whereupon the sound-box is caused to descend into operative engagement with the record, so that the same selection can be played over and over again without any attention on the part of the operator.

This invention relates to certain new and useful improvements in attachments to be used in connection with graphophones, phonographs, and the like reproducing musical instruments, at the same time maintaining a mellow and soft sound.

The amount of tone produced by an instrument, at the ordinary speed at which the original master-record was secured, should be reproduced at the same surface speed at which the proper speed was secured, and with present devices the determination of the proper speed is a matter of careful adjustment and with most users a question of mere guesswork. This invention provides a very simple index by means of which the phonograph may be adjusted at the desired speed without the necessity of any experimental manipulation.

This invention relates to devices which are applied to phonographs and other talking machines by means of which the sound-box may be automatically raised at any desired point of the record and returned to any other desired point, whereupon the sound-box is caused to descend into operative engagement with the record, so that the same selection can be played over and over again without any attention on the part of the operator. The present invention has for its object the provision of such an attachment which will be simple in construction, cheap to manufacture, reliable in operation, and which will effect the elevation and depression of the sound-box without sudden or abrupt movements.

Reference is hereby made to the accompanying drawings, in which Figure 1 is a plan view showing the invention in its preferred form applied to a phonograph, of which only the adjacent parts are shown. Fig. 2 is a section on line 5 5 of Fig. 1 and shows the parts in the positions assumed during the return movement of the sound-box. Fig. 4 is a sectional view on line 5 5 of Fig. 2. Fig. 6 is a section on line 6 6 of Fig. 4. Fig. 7 is a section on line 7 7 of Figs. 4 and 9. Fig. 8 is a section on line 8 8 of Fig. 1. Fig. 9 is a view similar to Fig. 5 and showing the parts in the positions which are assumed when the sound-box is in its lowered or operative position. Figs. 10 and 11 are diagrammatic views illustrating a modification. Figs. 12 and 13 are similar views of a second modification.

**MONEY!**

A subject that interests everybody. If we could but impress on your mind the amount of money that you could save by using "The Heise System" of Wire Racks for your stock of records, we would be unable to supply your wants fast enough to suit you.

We illustrate our latest Heavy Stock Size Rack for Disc Records, the 2-D, capable of holding over 1000 records from 7 in. to 12 in.

The Price is $10.00
Subject to a Discount to Jobbers Only.
Catalogues for the asking.

SYRACUSE WIRE WORKS
SYRACUSE, N. Y.
**THE TALKING MACHINE WORLD.**

**FOREIGN AND NATIVE MACHINES**

Contrasted Much to the Advantage of the United States—Highest Praiseworthiness, and Records Excel—European Trade in South America.

A comparison of foreign talking machines with those of domestic make by an expert on such matters, who is spending some time in this country looking over the field, results very favorably for the American product. In speaking of speaking-disc machines from an impartial standpoint, he said: "The one great point of excellence first noticed is the reproduction or reproduction, which is much clearer and more even than the average foreign production, and but for the fact that the vocal selections are not in the native tongues of the various European countries, the "folk songs" to which they have been accustomed, they would be far more popular abroad than their own product.

A good example of this is shown by the enormous sales of the high-grade operatic records in Italy. So far as the mechanism of the best grade of European machines is concerned, motors, as a rule, are inferior to the American product, although there are a couple of exceptions to this rule. So long as there is any doubt as to the validity of the Berliner patents, the European makers will not endeavor to compete for business in the United States, but will utilize their attention to South America, which promises to be a very profitable field. The large manufacturers are enlisting the example of the smaller competitors in this country by making exhaustive researches tending to the perfection of the talking machine in every detail, and the most eminent students of acoustics and applied mechanics have taken the matter up.

**THE VALUE OF A SIDE LINE.**

Mr. Jacob, of the Jacob Music Box Co., is a great advocate of the installment system as applied to music boxes, and similar merchandise, and his company have found the plan to be attended with the utmost success. In a recent interview he said: "In the West, these are being sold to persons who want the things that adorn and beautify the home, but who feel that they cannot afford them. When they look at a music box and hear the price mentioned, they regard the salesmen as a luxury only obtainable by the wealthy. But when a salesman can show them, that by saving a small sum each week, they will in a short time become the absolute owner, they will quickly add it to their cherished possessions. We have placed thousands of them in homes on the small weekly payment plan, that under other conditions would never have been charmed by their sweet tones. Dealers in that class of musical merchandise, who wish to become successful, no matter whether they are in a small village or big city, must sooner or later adopt this plan. Those that have done so have found their sales leap up with a bound. In our experience, the percentage of loss in sales was very small when any danger is practically eliminated. Dealers in talking machines are finding the Mira music box a splendid side line, as the two dovetail in splendidly together."

**HARRY BROWN WITH STEINERT CO.**

Harry Brown, for many years manager of the talking machine department of the J. A. Foster Co., of Providence, R. I., has now connected himself with the M. Steinert & Sons Co. of Boston. "Harry" is looking after the growing trade of the many branch stores of the Steinert Co. Mr. Brown has had many years' experience in the business, and is thoroughly familiar with each phase of the business, and we predict he will be as successful with the new company as he has given satisfaction with his former employers.
The New Jersey Court of Errors and Appeals has decided that where the defendants did not affix a trade word or mark to an article after it had been purchased by them for a consumer, they were not entitled to claim the right to use the word as a trade-mark. The court said: "A mark that is not fixed to an article of lasting use until after it has been purchased for a consumer lacks the essential elements that entitle a trade-mark to equitable protection."

With the addition of twenty-one new pressing machines made by the Universal Talking Machine Mfg. Co. to their pressing plant in Newark, N. J., and with two working shifts—night and day—their daily capacity is 16,000 records. This will be increased again as soon as further machines are obtainable, and now in course of construction. The company have 200,000 records on hand. Their Zonophone discs stand second to none in the world for tonal quality, brilliant yet true, and smooth. Their band and orchestra numbers are superb. So experts say.

President Babson is devoting the closest attention to the work of producing records that entitle experts, and as instance of this, though he was confined for a week. He is now around and about again.

When the Iris Music Co., which conducted the music and talking machine departments of the Adams Dry Goods Co., New York, was petitioned into bankruptcy Friday last, the Leeds & Catlin Co., manufacturers of Imperial records, secured a judgment of $1,313 against the concern and Louis Iris personally. The bankrupt company has abandoned the business; assets, $2,560, consisting of stock and outstanding accounts.

Again M. A. Miller, the attorney-promoter, is figuring as closing a deal in the trade. This time it is a patented record composition of German origin, and promising merit for which $100,000 was the upset price. Later this quotation is reported as having dropped materially.

Several prominent people were mentioned in connection therewith, but all preserved an inscrutable silence as to the "inside story."

The United States Horn Co., a corporation of recent organization, but not operating, acquired patent No. 812,442, issued Jan. 30 (originally numbered 729,954, and dated Sept. 29, 1903), for making horns, by assignment from Gustav H. Villy. They are also on foot the Nelson patent, which is spoken of as controlling the manufacture of fiber and paper horns. The Nevada Phonograph Co., New York, reports from the United States Horn Co. state, have been served with a restraining order.

General Manager Macabbo of the Universal Talking Machine Mfg. Co. states his travels, who are now back on their regular fields, are handing in great reports. Doc. O'Neill turned a nice trick in Pittsburgh, Pa., and, previous to going West, B. Peinberg performed a similar act in Boston. Wm. T. Boyd, in Ohio, is already going ahead of his record. G. L. Goodday is no longer with the company. For the first time the Rudolph Wurlitzer Co., Cincinnati, have taken on Zonophone records, their initial order calling for 5,000 ten-inchers and fifty machines.

Dan McCarthy, with Sherman, Clay & Co., San Francisco, Cal., has been here for a couple of weeks, dropping in to see the talking machine and record manufacturers. This company have seven large rooms devoted exclusively to the line. The building is handsomely decorated and equipped. The establishment was fitted up by L. F. Geisler before accepting his present position as manager of sales with the Victor Talking Machine Co., Camden, N. J.

The beautiful line of record—cylinder and disc—cabinets, shown by the Douglas Phonograph Co., 29 Chambers st., New York, has been considered the largest and most attractive in the country. In fact, the company are looked upon as the pioneers in this branch of the jobbing business, which is due and true. The selection of designs and finishes demonstrates almost faultless judgment, if such a term can be appropriately applied to things finite.

H. H. Stanley, who has been in China and Japan since January, 1904, for the Columbia Phonograph Co., General, returned to San Francisco, Cal., a few weeks ago. He has been of considerable experience in the trade and has been a valuable and far-reaching character, and has resulted in a material widening and strengthening of the company's trade relations in that part of the world. Mr. Stanley is now back with his outside interests and is now throwing himself into his old field of work, and is personally esteemed a prince of good fellows in the best sense of the word.

Final decrees have been issued by Judge Platt, of the United States Circuit Court, in the suits of the National Phonograph Co., Hartford, Conn., against the American Graphophone Co. dismissing the bills of complaint and assessing the costs on the defendant company, $439.05 in one suit and $570.95 in the other.

W. J. Wolf, of the Fulton Phonograph Co., 283 Fulton street, Brooklyn, has recently disposed of his outside interests and is now throwing himself heart and soul into his handling machine business. The Fulton Phonograph Co. are laying in a large supply of Edison and Victor machines and records, and they are now enlarging their salesrooms in order to better handle their growing trade. Both Mr. Wolf and his partner, Mr. Lind, are of a mechanical bent, and have added quite a number of valuable attachments for use on all machines.

When Wm. Toennies, of the Eclipse Phonograph Co., Hoboken, N. J., moved into his new and spacious quarters at 703 Washington street, he thought he had made ample allowances for business expansion for a year or so. But so phenomena has been the rush of new business that...
he finds himself overcrowded with orders. In a chat with The World, Mr. Toennies said: "Instead of the general slack after the holidays, our business has been steadily on the increase, although we have been handicapped by the inability of manufacturers to make shipments with anything like promptness. Meanwhile we are holding all our old trade and are steadily adding new, which is a pleasing condition."

E. B. O'Connell, manager of the talking machine department of M. Steinert & Sons Co., the widely known piano dealers, was in New York within the past fortnight arranging to put stocks in their branches in Brockton, Fall River, Fitchburg, Holyoke, Lawrence, Lowell, Marblehead, New Bedford, Northampton, Pittsfield, Springfield and Worcester, Mass.; Bridgeport, New Haven and Stamford, Conn.; Portland, Me.; Dover and Manchester, N. H., and Providence, R. I.

J. H. Reubon, Croton Falls, N. Y., besides carrying the Edison and Victor goods, also handles a choice line of musical merchandise, which he finds harmonizes splendidly with talking machines, as it brings him a superior and profitable class of trade.

Dr. E. F. O'Neill, the star of the Universal Talking Machine Mfg. Co.'s traveling staff, after landing a juicy order in Cincinnati and sending in a bunch of cash subscribers for 'The World, writes: "I will do all that comes in my way to help, and thought it an excellent one; but what the letter brought in the replies, unsolicited, was the excellent opinions which the distributors held of the advisability of selling Victor goods on the installment plan."

"Wait 'Till the Sun Shines, Nellie," 10-inch. No. 031,299, is a record that is attracting much favorable comment from the trade this month. It is a quartette selection made by the American Record Co. From the character and size of the orders that they have received for this selection it bids fair to outstrip the success of the "Shade of Old Apple Tree."

The officers of the Musical Echo Co., Philadelphia, Pa., are: F. W. Woolworth, president; E. J. Hogan, vice-president; H. T. Parsons, secretary and treasurer; H. W. Brown, manager. This company state that they are in no way connected with the Victor Talking Machine Co., except as buyers and sellers of the Victor machines.

The Victor Co. recently sent out an inquiry to their distributors, asking their opinions regarding the advisability of referring in their magazine advertising to the fact that their distributors would be pleased to sell the Victora on the installment plan. Almost without exception, the distributors replied that they were agreeable to the idea, and thought it an excellent one; but what the letter brought in the replies, unsolicited, was the excellent opinions which the distributors held of the advisability of selling Victor goods on the installment plan.

In a chat with The World, Mr. Toennies said: "I must have absolute rest, so I went to the Virginia hospital on the 4th, and am getting along fine now. I expect to leave the hospital in a few days, when I will again be ready to write 'Zone' orders. From here I go to Louisville, Ky., then Chicago, from where I go to the Northwest, my regular territory."

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The Talking Machine World.

EDISON JOBBERS ENTERTAINED

At Banquet at the Hotel Martin—A Most Enjoyable Affair in Every Way.

In honor of a number of out-of-town Edison jobbers attending the annual exhibitions, the National Phonograph Co. tendered them a dinner at the Hotel Martin, New York, during the evening of January 18. It was an enjoyable affair throughout, the menu and the enterat delightful, the speeches, witty and to the point.

The company were represented by William Pelzer, of the legal department; F. K. Dolbeer, chief of credits; C. H. Wilson, general manager of sales; C. E. Stevens, of the foreign department; L. C. McChewney, advertising manager; and A. C. Ireton, assistant sales manager.


NATIONAL PHONOGRAPH CO. CHANGES.

A number of changes have taken place in the National Phonograph Co.'s force of salesmen during the past two months, namely: C. S. Gardner, who traveled in Pennsylvania and Ohio, re-signed in December and his territory is now being covered by F. J. Smith, of Newark, N. J.; Frank E. Madison, who represented the company in Delaware, District of Columbia, Maryland, Virginia, West Virginia, North Carolina, Tennessee and Kentucky, has been transferred to the New York office and placed in charge of the agreement department; a new man will shortly be placed in his territory. H. K. Miller, formerly the general manager of the Pardee-Ellenberger Co., New Haven, Conn.; W. F. Carroll, of the Utica Cycle Co., Utica, N. Y.; P. A. Powers, Buffalo, N. Y., and C. V. Henkel, of the Douglas Phonograph Co., New York City.

No. 531 Holds 175 Records

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.

Catalog just out. Have you got it?

The Oddell Works

Indianapolis, Indiana

Zonophone French records (discs) of the Bizet system of teaching French largely adopted in London. Typewritten copies of the lessons to be rendered will be placed in the hands of all the assembled students. The principal, Mr. Firth, is to be congratulated on his enterprise, and Mr. Osborne for having been entrusted with the arrangements.

Last months was voted a record one by all North of Ireland traders in cylinder and disc machines, etc. and stocks of instruments have never been so low after the holiday output.

The demand for a phonograph record to sell at one shilling has been well supplied by the Russell Hunting Record Co., Ltd., of London, whose "Sterling" record stands very high in public favor. This record derives its name from that of the managing director of the company, Louis S. Sterling, a gentleman well known and respected among all our jobbers and dealers.

Zonophones and records are "boomish" and a big crop of new dealers has been recruited from the cycle traders of Ireland, who have found the sale of talking machines a remunerative "side line" during the "off" or winter season.

The February issue of the Edison Phonograph Monthly, published by the National Phonograph Co., New York, is now ready for distribution. Those who have not yet adopted the phonograph should now do so. The Phonograph is the gift of the century and the music exquisite. The Phonograph is the gift of the century and the music exquisite.

In contemplating the wonderful evolution of this marvelous instrument, my mind reverts to the first gramophone ever offered in Belfast for sale—in September, 1895—by T. Edens Osborne, which, as compared with the "Taper-Arm Monarch" of to-day, was but a primitive device. The same line of reasoning equally applies when contrasting the present Edison "Triumph" with the first Edison electrically-driven phonograph he fetched to Belfast, and which cost him about $300 in New York, or what in statistical terms is known as the "quotation Shakespeare"—"made of penetrable stuff."

Her letter, of which I enclose copy, "speaks volumes" for the acknowledged perfection of the modern phonograph. In contemplating the wonderful evolution of this marvelous instrument, the heart of all English-speaking people, and has the great prima donna has invariably touched the ears of the world.

The British Zonophone Co.'s goods continue exceptionally well, and we are on the watch for some more of their importations. Their "Columbia Graphophone" as teachers of said Ian.

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The February issue of the Edison Phonograph Monthly, published by the National Phonograph Co., Ltd., London, is a most interesting trade brochure, printed on superior paper, and replete with excellent advertising matter and drawings which the American Record Co. are having prepared for their store from 33 Coal Exchange to 217 Wyoming Avenue, where they have larger quarters.

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THE TALKING MACHINE WORLD.


For some time past the Victor Talking Machine Co. have been conducting a series of prize competitions for the purpose of drawing out from the dealers and salesmen, ideas and experiences which would be of benefit in handling the Victor goods. The winner of the $50 cash prize in competition No. 1, just announced, was Will F. Hull, of 2317 Winter Street, Ft. Wayne, Ind., whose contribution read as follows:

"Every pleased customer you make is just putting money in the bank."

It is our established and time-honored laws of business and doubly true in the talking machine business.

First — Because the satisfied customer buys more records, and

Second — Because the satisfied customer brings you more customers.

In connection with this it must be remembered that the boy who keeps most persistently in the foreground is the one who sells the most papers, and when the inevitable "false" concern strikes your town, giving away machines with a certain number of records, the man who advertises and keeps his business prominent before the people is the one who will retain the most business — the holding of that business depending on the number of pleased customers he makes. The manager who can get his business to run away, and who has his business left for him, is the one who will have this business. Then after that, by word of mouth, he gets the machine.

An old man, a music dealer in this town, one day, while it was raining, I called on him to unpack it and set it up. During the day some of the "Old Guard" dropped in, and at 3 p.m. the Victor was carried out of his store — myself to unpack it and set it up. The old man, a music dealer, had ordered a machine as fast as the people would come to see my stock. I have no machines of a certain style just now, but there are some on the road, so please call next week and I will have them to show.

Mr. Squirrel or Mr. Mink might wait for me to come with a gun, and the customer might come in next week instead of going to some more widely known dealer, but he would be better prepared to make the "tilling" when everything is ready, than to put your chances back in a box and try to shake the same thing over again.

During the day some of the "Old Guard" dropped in, and at 3 p.m. the Victor was carried out of his store — myself to unpack it and set it up. The old man, a music dealer, had ordered a machine as fast as the people would come to see my stock. I have no machines of a certain style just now, but there are some on the road, so please call next week and I will have them to show.

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Let me add, that by pleasing the customers I have been able to build up a business which makes it necessary for me to get into larger and better quarters the first part of the year, so that I can care more judiciously and steadily for them (the best is in a separate, sound-proof room, the next are in larger quarters have been leased to accommodate the need of their increasing business. A list of about ten additional titles will be issued within the next few weeks. B. Dronsick is the manager, vice P. Long resigned. The concern will be conducted by Periman & Rosinsky, the owners of the company, who are the largest piano dealers in that part of the city. They are handling the Victor goods.

The Leeds & Catlin Co. advise The World that they have received an order from the gift department of their Imperial records. The company are developing a slot machine department, in charge of George W. Blake, who will also look after their advertising and correspondence.

C. G. Andrews, of the Boston Cycle & Sundry Co., Boston, Mass., who was in New York on Lincoln's Birthday, left for home the following day. As elsewhere stated, the company have stocked up with an entirely new and fresh line of Edison and Zonophone goods, besides supplies and general essentials and specialties.

The One Thing required to make the phonograph a perfect instrument is a

PHONO CONSONATOR.

Removes all harshness, rattles and metallic vibration, and regulates the sound while the machine is in motion.

Sold by all wide-awake dealers.

Price $3.50.

LEWIS MFG. COMPANY

379 6th Avenue, NEW YORK CITY
PRACTICAL SUGGESTIONS AND COMMENTS.

Win. F. Hunt, of Wanatah, Ind., writes: "I will kindly ask you to answer the following question in your valued paper: Why is it that the disc record first shows wear at the outer edge or beginning of the record? I have two theories on the question, but am at a loss to know which is correct. In the first place, owing to the fact that the needle is here at its sharpest, it may cut the record, or it may be due to the universal habit of first starting the disc and then letting the needle down on the record, and in this operation the walls of the recording lutes are destroyed by the needle not being permitted to push away the dust in the grooves. I have seen many disc records which are worn out at the outer edge and show practically no wear on any other part of the record."

Our correspondent's first surmise is correct, as the needle is sharpest on the edge, and again the habit of carelessly dropping the needle, or rather not placing it properly at first, breaks the lines.

THE SPRING AND ITS CARE.

Emanuel Feuille, of Zapata, Zapata County, Texas, in enclosing a renewal of his subscription to The Talking Machine World, writes: "Will you kindly ask you to answer the following in my phonograph slip after playing awhile, causing a jerking sound? It seems that the spring sticks together, and after playing awhile it snaps apart. Please let me know for tomorrow's information if I can grease the machine with graphite myself. Any information given will be highly appreciated."

The best method to remedy this is to take the machine out of the cabinet, stand it on one end and squirt benzine into the spring barrel through the opening in the side of the barrel. (For squirting the benzine nothing is better than an oil can.) This washes out any gummed oil that may cause the sticking of the spring coils. After this washing, let it stand for half an hour, to allow the benzine to evaporate. Then wind up the machine about half, stand it on end again and put about three tablespoonfuls of best powdered graphite on the spring coils, allowing the machine to unwind while so doing. We do not advocate the use of oil in the spring barrel, as this tends to gum up, and causes the very difficulty we are trying to avoid. The graphite may be put in with a small, fat stick, but the nicest method is to use an insect-powder brush, which seems to send it in the smallest cracks.

MATTER OF SPEED REGULATION.

In reply to an inquiry the National Phonograph Co., of London, gives the following excellent advice: "If phonograph owners would get their machines adjusted to the right speed at the start, they would find it advisable not to make any change in it. Our records are made at a uniform speed of 160 revolutions per minute, and there is no occasion for running a phonograph at any speed, notwithstanding the views of those individuals who think they can improve the records by increasing or decreasing the speed."

SILENCING NOISY MOTORS.

An English writer suggests the following method of silencing noisy motors, which refers especially to machines of the Edison Gem, Standard, and similar types wherein the caged wheel immediately engages with the steel pinion of the governor shaft is made of brass. "Here," he says, "we find the trouble. Though not always visible, considerable wear has taken place and the cog does not mesh properly. Take a tall can, and proceed in the following manner: Run the machine very slowly and press a portion of this talc along the cogs of the revolving brass wheel in such a manner that the interstices between the cogs become filled with the talc. Now run the machine at the usual reproducing speed and nothing further will be heard than a faint whispering sound caused by the gentle pressure of the governor balls, and not even this, if the machine body-box is of metal. The above treatment will ensure steady running, give better results, and last for a long period. My remarks do not, of course, apply where the component parts of the motor are worn out."

PIANO RECORDS DEMANDED.

J. V. Stillwell, of Waco, Tex., writes to The World as follows: "Why is it that the manufacturers of records do not include in their list a greater number of piano solos? There is no reason why they should not be as popular as the violin. In the case of pianoforte music, the reproducing mechanism, by its reduced scale, is not responsive to the rapidity of the pianist's touch. With the speed-adjusting screw on the underside, it is possible to obtain an exact reproduction of a record, with the advantage that the two being the leather belt. The carrier arm is insulated from the feed screw and the reproducing tube is insulated in its clamp. The insulation employed is rubber in the form of bushes and washers, and where this was found unsuitable leather has been substituted. In machines of the graphophone type, where the reproducer is connected by means of a separable knuckle joint, the necessity of loosening this joint gives rise to an unpleasant rattle: this can be stopped, and the sound wave leakage which always occurs at this point is prevented by using a rubber connection between the horn and moving joint with a thick oil, such as castor or vaseline. Unpleasant vibrations and noises that arise from different reproducers open up a large field of research. As the best producers have one's own phonographs, the chief destructive vibrations that interfere with reproduction are inherent in the records themselves, and are due to blast, side blast, varying pressure and several other causes."
Clear Musical Tone, and None of That Awful Grinding Sound, Is Reproduced Only by the New Mechanical Feed TAPER ARM TALK-O-PHONE

This wonderful "clearing up" of reproduced sound is due entirely to an ingenious mechanical feed device which propels the reproducer entirely independent of the scratching of the needle. The effect is little short of marvelous, so much so, that no dealer can possibly induce a customer to buy any other machine after he has once heard a Talk-O-Phone. In addition to this mechanical feed, note from cut that there is no sharp angle from the needle to the horn. Note the sharp angles on all other machines. You may just as well recognize the fact now that the Talk-O-Phone leads and all other makes must follow.

NOTE
It will be observed that the new Talk-O-Phone operated on this principle gets entirely away from the old fundamental principle of reproducing machines, namely, the needle feed. Our patents on this new device are very broad, and this arrangement cannot be used on any other machine. We do not operate under any shop right or license from any one.

Talk-O-Phone Prices:

$18.00 to

$50.00

The Talk-O-Phone Company have always stood by the trade and always will, and their standing with the trade is evidenced by the following prominent dealers who handle the Talk-O-Phone:

If YOU want to be one of us and enjoy the big profits on Talk-O-Phones write us for particulars

THE TALK-O-PHONE CO. 10 Midland St. Toledo, Ohio
THE TALKING MACHINE WORLD.

who think they can improve the records by increasing or decreasing the speed. Those who get their machines running at the right speed and give it no further thought will get the best and most satisfactory results from their records.

A TRIPLE SOUND BOX.

German inventors of specialties in talking machines and supplies are evidently as tireless in their endeavor as are our native workers. One of the latest improvement announced in the fatherland is a triple sound box, all actuated by one and the same needle. Although much is made of the idea, it is not termed a success by practical men on this side of the "big pond," on the grounds that too great a load is put on the needle and the record, so that both of them are worn out almost immediately.

Theoretically, the idea of joining the several reproducers for the purpose of augmenting the tone is permissible, but it is not easily worked out in a practical way. The same results have been actually achieved by methods entirely different from the multiplication of diaphragms, such as, for instance, Daniel Higman's invention embodied in the Twentieth Century graphophone, which successfully produces volume without any serious impairment of the quality or naturalness of the tone. Meanwhile we welcome all improvements put forth by our German friends, as it is likely that some of their ideas may be useful to talking machine enthusiasts throughout the world over that will make the machine a still greater factor than it is to-day.

DIAPHRAGM OF ANIMAL TISSUE.

In an English paper that "makers of phonographs should, when they have made a fortune, buy a diaphragm of gold -beater's skin that would serve his promotion to the presidency of this machine."

The chief constituent of this diaphragm is an animal tissue treated with chlorides of barium and gold. It is stated that the doctor is a talking machine lover and something of a scientist and theorist. His hobby for a decade has been to construct a diaphragm of gold-beater's skin that would astonish the talking machine world. He has again and again proclaimed that he was on the eve of the successful achievement of his art, but an impartial listener to the specimen reproducers so highly praised by their maker seldom shared the doctor's belief in their superiority, notwithstanding the statement that the diaphragm is shortly to be placed on the market by a manufacturer of disc machines, and "that it is a great improvement over all present forms of sound boxes." We have occasionally to go abroad to get the news, but fortunately our friends, as it is this keen interest by talking machine enthusiasts the world over that will make the machine a still greater factor than it is to-day.

SOME SUGGESTIONS FOR RECORDS.

A talking machine enthusiast makes the suggestion that the public has the right to hear a song printed on. I think that to have a ledge or tablet at the end of the record, and the record is accompanied with a slip of paper stating exactly what time the first note in the accompaniment is played, the last note to be timed to a half-second. Then when reproduced there will be the time placed on the record as is now done in connection with the song printed on. I think that to have a ledge on both ends of the record would be an improvement. It would prevent the reproducer from slipping off the end of the record if you are not there to stop it as soon as the tone is done. It should cause the photograph to be better to listen to, as it would do away with flat tones and other difficulties, and make such one often hear, when not walking. This is one great objection by some people to the phonograph. This refers also to all phonograph records besides songs.

C. V. Henkel Elected President.

At the annual meeting of directors last month, C. V. Henkel was elected president and general manager of the Columbia Phonograph Co., New York, and John E. Heile, secretary and treasurer, former controller, has been appointed to fill the vacancy made by his predecessor.

DIAPHRAGM OF ANIMAL TISSUE.

One of the most artistic effects in poster work which we have seen in many a day is that issued by the Columbia Phonograph Co. for the purpose of advertising the Columbia records. The center of the specimen, which is of relatively small size, is a perfect reproduction of Miss Columbia, with her liberty cap, as well as national flag and eagle. She is pointing at a Columbia talking machine, which rests on a pedestal. The color effects of the poster are most artistic, and the entire forms a very notable contribution to the publicity associated with the talking machine industry.

The attention of those of our readers who are interested in band or orchestra music is directed to the new advertisement of "The House of York," which appears in another column. While this house is perhaps not as well known to our readers as many others, it must not be inferred that this is a reason for passing by its ads, without noticing what they have to offer. Some of our readers may already know, we find valuable gems amid ordinary surroundings; and possibly this may be one of those instances, so nothing will be lost, at any rate, by following our suggestions as above indicated.

A notice has recently been issued to the trade by the American Talking Machine Company, announcing that they will allow dealers in "Indian Records" to sell the 10-inch record at 50 cents and one old 10-inch record of any make, or two 7-inch records of any make, the 7-inch record for 50 cents and one old 7-inch record of any make.

The report circulated by some Toledo papers that the Talk-o-Phone Co. had sold out to the Columbia Phonograph Co. seems to be unfounded, as it is denied by both parties concerned. The Talk-o-Phone Co. claim that the common stock is now entirely ten per cent, and that its holders are not anxious to let go of it.

The Denman phonograph store in Piqua, O., has removed to larger quarters on North Wayne street, that city.

THE TALKING MACHINE IN CHURCH.

Should there be no More Objection to its Use Than There would be to the Employment of an Organ, Piano, or Other Instrument.

Some Excellent Suggestions in This Connection That Will Prove Interesting.

The question as to whether talking machines are permissible in churches has come up for discussion in this country recently, and many arguments pro and con, have been adduced. In this connection the remarks of a correspondent of the London Tablet are very pertinent and we are sure our readers will echo them unanimously:

"If any one who has any sort of an ear for music must have been shocked at the awful sounds and discord so often to be heard in our churches. Now, surely the music from a good record of the London Tablet is more devotional than that of the London Tablet."

MODIFIER FOR EDISON

Columbia, Victor and all Tapers.

Straight Arm Machines.

The Trip of Five Endorsers of Straight Arm Machines.

The recent trip of five endorses of Straight Arm Machines to Europe has served its promotion to the presidency of this firm. The Blackman Talking Machine Co., 97 Chambers street, New York, are offering the trade a very handsome line of flower horns, which are as the same as their regular black and gold striped styles except are decorated inside with roses or passeys. The decoration is all hand painted, and they report a very large demand. Dealers are referred to their advertisement in this issue.

James Landay, of Landay Bros., New York, sailed for Europe Jan. 27, via the steamship "Umbria," of the Cunard line. The trip of five weeks is taken for business purposes. Although dealers, not infrequently place $20,000 orders, their business being gift-edge and the swellest in the city.
AN ATTRACTIVE HANGER
Just Gotten Out by the National Phonograph Co. Has an Historical Value.

The National Phonograph Co. have just gotten out an interesting and attractive hanger illustrated. The evolution of the Edison phonograph from a crude talking machine to a delightful musical instrument. It shows pictures of the original phonograph made in 1877, the phonograph of 1878, and the present Triumph phonograph, with a photograph of Mr. Edison in the horn of the latter. It is 17x24 inches in size, is printed in several colors and is mounted with brass rings. A supply of these hangers are being shipped to all jobbers for the purpose of supplying their dealers. It is not being mailed. The company have also issued their new numerical catalogue, form No. 870. It is expected to issue a new edition of the numerical catalogue every six months. A calendar issued by the commercial phonograph department has an interesting picture of Thos. A. Edison in his laboratory outfit.

TALKING MACHINE MEN ORGANIZE.
Form Permanent Organization of Jobbers—Next Meeting in Pittsburg—Entertained at Banquet—Some of Those Present.

(Special to The Talking Machine World.)

CHICAGO, ILL., P. S., 906.

At a meeting of the Central States Talking Machine Jobbers' Association held in this city last week, the temporary organization was made permanent, Mr. Ilsen of Cincinnati being elected president, E. T. Ashton, of Detroit, vice-president, and P. B. Whitset, of Columbus, secretary and treasurer. A set of by-laws were framed and adopted, and a general discussion of trade conditions was participated in by the sixteen present. The following were present:

Alfred K. Swift, of the Albright & Sheble Mfg. Co. for the courtesy shown the next meeting in Pittsburg within sixty days.

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

"OUR DEALERS SUCCEED"

We job all makes of machines and records

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

The Imperial Record
which, as everybody knows, is the best made, is now retailed at Sixty Cents

The CLINTON-CLOSE CO.
34 Summit Street, TOLEDO, OHIO

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

Send for our completely alphabetically arranged list of all makes of records.
REVIEW OF GENERAL TRADE CONDITIONS.


Contrary to expectations, business is almost as active and brisk with manufacturers and jobbers everywhere in December. The demand for machines and records at this time is far beyond calculations, and the manufacturers are finding it no easy task to supply the goods. The capacity of the plants would not suffice to satisfy the call, but the difficulty of obtaining raw material— principally iron and steel—is the obstacle bothering the manufacturers. Possibly the trade, outside of manufacturing circles, pays little if any attention to the condition of the material market, and therefore wonder why machines should not be turned out more rapidly. They ought to know that the activity of the general machinery and other trades utilizing iron and steel are consuming deliveries about as fast as the furnaces can make shipments. The markets are bare of a score or more of famous brands of fine castings. Prices are steady on general lines, but for several sorts, for which the demand is far ahead of the supply, buyers are paying advances over the rates that ruled until a few days ago. Consequently, unless talking machine manufacturers are covered, they are in a predicament for the basic goods at almost any price.

Several deals of magnitude and importance are pending, and the closing of which is being watched with interest by the sections directly affected. A feature that is becoming more pronounced is the final awakening of the music trade to the profitable possibilities of talking machines. Houses which have regarded the proposition with indifference, if not positive antagonism, are seeing the matter in a new and illuminating light. The world has urged the music trade to set aside prejudices, which are truly harmful, and consider inventions relative to price maintenance and contracts. The C. A. House Music Store continually calls attention to their talking machine department by using a great portion of their large show window. Their showings of Edison and Victor goods are always made in a tasteful manner and never fail to attract attention.

The new year has brought with it additional prosperity for the talking machine dealers of this city. It would seem as though the advertising done locally during the holidays is having a very beneficial after effect. The various dealers report that the volume of sales is far in excess of any preceding January and that February to date causes all to predict that the short month of the year will be long—when figuring the profits.

There seems to be a slight undercurrent of feeling that the work being made for business is causing some slight misunderstandings relative to price maintenance and contracts. The C. A. House Music Store continually calls attention to their talking machine department by using a great portion of their large show window. Their showings of Edison and Victor goods are always made in a tasteful manner and never fail to attract attention.

F. W. Haumer & Co. are particularly pleased with the number of high-class outfits they are selling. The 60-cent price on 10-inch disc records has increased the volume of their business very materially.

Hohlo & Gieseler Piano Co. say that business is "the best ever." They have a newspaper premium deal on in connection with one of the local dailies. A phonograph is given with a year's subscription, with the condition that fifteen Edison records are purchased at the regular price.

Hard Bros., proprietors of the Exclusive Talking Machine Store, are using half-page spaces in the local Sunday papers. The copy used by them is along the line of the different styles of entertaining made possible by the talking machine, and the reasons why it is to the user's advantage to deal with the people who have made a study of this particular line. They expect to install a language department in the near future. They report good sales on the Edison grand opera records. These were featured in their monthly letter to their customers.

The Palace Furniture Co. and House and Herrmann, the two big installment houses of this city, report gratifying business in their talking machine departments.

JENKINS SONS CO.'S LATEST MOVE. Have Put in the Victor Line and Have Secured Adjoining Building to Exploit These Goods.

(A Special to The Talking Machine World.)


A very important addition to the houses handling talking machines in this city is the J. W. Jenkins' Sons Music Co., who have leased the building next door to their present handsome warerooms, which they will devote entirely to the sale of talking machines. They will handle the Victor line, carrying a large stock of the various styles of these machines, as well as the Victor grand opera and popular line of records. Mr. Jenkins, during his recent trip East, closed a large deal with the Victor Talking Machine Co. and was much interested in this company's magnificent factory at Camden, N. J. He will, of course, in addition, carry a full line of supplies in the way of cabinets, horns, and the various other specialties which are included in an up-to-date talking machine store.

HOW HE SAVED FORTY DOLLARS By Subscribing for The World—Found His Invention Anticipated. Last month a dealer in talking machines in this city requested that he have sent him a sample copy of The Talking Machine World. Such requests are so frequent that no particular attention was paid to this special one, but in this case the dealer was familiar with the results. The dealer was likewise an inventor, and had just completed a model of an attachment that he considered of great value to the trade. On looking over the copy of The World sent him, he was surprised to see that a gentleman in the West had just taken out a patent for the same invention, and a careful comparison of the drawing published in The World coincided line for line with the drawings that he had prepared. As he had never let anyone see his model, and the patentee lives many hundred miles away, there was no possible chance of his having stolen the idea, and the whole matter was simply a remarkable coincidence. He figured that if he had not received a copy of The World he would have spent at least $40 in attorney's fees, drawings, etc. It is needless to say that he could not enroll himself as a subscriber any too quickly, and considers it as essential to his business as the records in his stock.

The Portland Phonograph Agency, of Portland, Ore., having outgrown their old quarters, have moved into their new store at 125 Seventh street, between Washington and Alder, where they have a very handsome establishment with an exceedingly large stock, suitable to the pockets and tastes of the general public.

AN ECLIPSE MEANS THE OBSCURING OF ONE OBJECT BY ANOTHER. It is in the value and quality of our stock that we ECLIPSE our competitors. Our 1906 model, hand painted Flower Horns possess an individuality not found in any similar line. Write for price list. We carry the largest and most complete line of Edison machine records and supplies in the State.

ECLIPSE PHONOGRAPH CO.
A. WM. TOENNIES, Proprietor.
203 Washington St., Hoboken, N. J.
Leading Jobbers of Talking Machines in America

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

O. F. Kauffman, READING, PA.
Largest and Most Complete Stock of New Spring Contact Reproducer Graphophones and Columbia XP Gold Moulded Records in Central Pennsylvania.
Orders filled the day received.

I. DAVEGA, Jr.
Jobber of Edison Phonographs and Victor Talking Machines
Supplies of all kinds
Largest stock of records
Write for our prices on Horns and Stands
W. R. Freeland
Manager
125 W. 125th Street
NEW YORK 802-04 Third Ave.

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

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

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

GOODDAY'S (REJL. SHYTY, Prop.)
Victor and Zonophone Distributor
Phone 61 Gramercy 27 E. 14th St., New York City.

ROBT. R. SMALLFIELD, Davenport, IOWA.
Columbia Graphophones, Disc and Cylinder Records and Supplies.
No order too large. None too small.

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 March list.
THE PROPOSED COPYRIGHT BILL.

Manufacturers of Records Will Doubtless be Interested in the Remarks of Mr. Putnam, the Librarian of Congress, on This Subject.

In view of the fact that the proposed copyright bill is in the process of incubation, and that the tentative copy proposed by the music publishers is of direct interest to the talking machine trade, the remarks of Herbert Putnam, Librarian of Congress, who presided at the conferences of the people and business lines in interest, when held in New York, the first in May and the second in November last, may be of value to the manufacturers of records at least.

The delegates submitted suggestions, expressed views, and discussed them, but they brought none of them to a formal vote. The second session, also held at New York, lasted four days, and included detailed discussions of every proposed provision, with arguments for both additions and eliminations. A third, to be held at Washington after the opening of Congress, will consider a new draft, taking account of these and of specific criticism, both legal and practical, from various sources. The result may be a measure which Congress can adopt without censure. [Not yet called.—Ed.]

There have been many endeavors to perfect our copyright laws; but they have been sporadic, as a rule directed to one particular defect, and run counter to a particular interest. There is also a knowledge of the substantive right."
Mr. Dealer:

If you want always to get the goods, send your orders to a house of exclusive
Victor Jobbers.

STANLEY & PEARSSALL,
541 Fifth Avenue, N. Y.

BETTING PHONOGRAPH CO.
LIMITED
THE MOST CENTRALLY LOCATED JOBBERS OF
All Phonographs, Supplies and Accessories.
156 West 23d St., Adjoining NEW YORK
Phone, 2173 Chelsea.

NOTE THE FOLLOWING STORES:
F. J. HEBBARD, 310 Bowery, New York.

J. DOYLE, 122 Washington St., Jersey City.

WARNER & BEATTY, 1337 Broadway, Brooklyn.

G. R. LOVELOCK, 1350 Second Ave., New York.

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F. J. HEBBARD, 310 Bowery, New York.
Some Progressive Makers of Automatic Specialties

American Mutoscope & Biograph Co.

The Mutoscope
"The Backbone of the Automatic Parlor" Showing Moving Pictures in Their Most Attractive Form

Coin operating machines, the great money makers, are made in great variety by ROTH & ENGELHARTh, Windsor Arcade, New York.

(The firm that has the concession for the elevated and subway station slot machines in New York City operates four or five thousand of them, and in order to keep these supplied, it has twenty-five enormous machines going all the time, which wrap from fifteen to eighteen thousand pieces of gum and chocolate a day. A corps of men is kept constantly at work filling the machines. Every day they are refilled and examined to see that they are in working order; for when a penny gets lodged in a machine and refuses to bring forth the desired piece of gum, the owner of the penny begins to have a feeling against slot machines in general as snares and delusions. The companies know this, and on that account look out carefully for disorders in their instruments. The newest improvement in these machines provides that the penny will drop right through if the wares have given out."

The weighing machine, a little less popular than the vending machine, because it brings only a mental satisfaction instead of a material return for the penny, is perhaps the most paying of all slot controlled devices, inasmuch as the cost of the machine and the occasional repairings is the only expense attached. The water machines are also coming into popularity and are to be found in many of the ferry houses in and around New York City. The latter have been generally introduced in the streets and in public places, as they probably will be at no distant time, to fill a decided want. At the St. Louis exposition they were the most popular penny devises on the grounds. The tired sightseers knew they were getting a glass of pure, filtered, carbonated water, and that satisfaction in itself is well worth a penny. The devices for holding opera glasses and packages of candy, which are to be found in most of the theatres now, are forms of the slot machine that are growing in favor.

The automatic restaurants, of which New York has two, have not proved the popular successes they have abroad. They are in general use. Americans, in spite of the many accusations against their ways of eating, have not quite accustom themselves to coffee and sandwiches that shoot out of a tube from some mysterious unseen realm. If their confidence in slot machines continues to increase as it has in the past few years, they may, however, come to accept this manner of restaurant with better grace.

The penny arcades are developments of the slot machine business that have sprung into great demand in the past few years. They are dotted all over Brooklyn and Manhattan with their blaze of electric lights and their tempting array of penny attractions. Starting in this metropolis, they are spreading all over the country, as men of means, realizing the immense profit to be derived, jump at the opportunity. As competition increases, the necessity for a large expenditure on showy attractions and princely decorations has grown, and notwithstanding the steady inflow of money one cannot help but wonder how the managers can afford such expense.

The largest of these institutions in this city, and one of the largest in the country, is the Automatic Vaudeville Co. Here one can get anything by dropping a penny in the slot, from a love letter to the hanging of Mrs. Rogers. A continuous supply of all the time, in which the automatic piano plays an important and conspicuous part, to a crowd ever changing but seldom decreasing. Along the walls and in two rows down the center of the large hall are crowded hundreds of machines, with a curiously assortiment of attractions advertised in glaring pink and green signs overhead. The talking machines offer a wide selection of music, almost anything from the overture to "William Tell" to the latestcoon song. The mutoscopes show every variety of picture, some ghastly and weird, like the hangings and electrocutions, which, by the way, seem to have a morbid sort of fascination, from the amount of pennies they register; others frankly absurd or merely picturesque. One of the most successful is the illustrated song machine. There are all sorts of weighing and measuring machines, contrivances to test the lungs, grip and strength, vibrations and electrical shock batteries, name plate and fortune telling devices. In the basement are found the magic mirrors and shooting galleries. These and many other attractions from the general make-up of

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The TONOPHONE

Automatic PIANO

With Nickel-in-Slot Attachment

GREATEST MONEY-MAKER ON EARTH

For Hotels, Cafes, Drug Stores and Resorts of all kinds, its earning capacity having no Equal.

It is also a great attraction and business stimulator. Dealers will find it very profitable to handle the TONOPHONE.

THE "TONOPHONE" has stood the test of time and is to-day acknowledged by all (even our competitors) THE KING OF ELECTRIC PIANOS.

The Tonophone

Has many points of superiority.

By our Exchange Plan you can exchange Cylinders for $5.00

10 tunes, 50c. each

This gives you an opportunity to have the latest music at a small cost.

THE "TONOPHONE" is the only Automatic Piano which has an almost indestructible cylinder with 10 tunes. This cylinder gives the "Tonophone" many advantages over all other Automatic Pianos, most important of which are the following:

Any One of the 10 Tunes can be Played at Any Time

Any Tune can be Repeated as Often as Desired

There is on the outside of the case a dial, with arrow and handle attached, numbered from 1 to 10, representing the number of tunes on cylinder. By turning handle you set cylinder to play tune the arrow may point to. The "Tonophone" is the only Automatic Piano where any one of the tunes can be played at any time. It is fitted with device whereby each tune is played twice for one nickel.

An important and invaluable point of advantage about the "Tonophone" is that it is so constructed that the cylinders are interchangeable, permitting where it can be agreeably arranged, for an exchange of cylinders.

The "Tonophone" is operated by an electric motor which is set in motion by a nickel, which is received by nickel-in-slot attachment. This attachment is covered by "Letters Patent," and is designed and so constructed that it throws out and refuses to take and keep any spurious coins, in this way giving absolute protection against iron washers, etc.

The earning capacity of the "Tonophone" has no equal and no limit. It has taken in as much as $50.00 per week. It requires no attention, consequently is the excellence a money-maker of the best kind. For public and private places, and resorts of every description, there is at this time nothing better on the market. It is attractive and a novelty; the music being perfect piano music, makes it captivating and fascinating.

EXCLUSIVE AGENCY GIVEN IN UNOCCUPIED TERRITORY. WRITE AT ONCE

THE RUDOLPH WURLITZER CO., Manufacturers

CINCINNATI  CHICAGO
me the invention consists in placing the slot. It was then observed that the machine was out of order. A few (lays ago the

first thing he did was to hire an electrician to put in three times as many devices that catch pennies.

He succeeded Marl: Bros., He also started to promote a company. First thing he did was to hire an electrician to put in three times as many devices that catch pennies.

The establishment is fitted up in lavish style, and occupies a floor space of 10,000 square feet. The machines were installed by the Rosenthal Mfg. Co., 150 in number. There are eight cars in all.

Pittsburg. Mr. Davis is well known in theatrical circles, being owner of three of the largest theaters in that city, among which is the Grand Opera House. The establishment is fitted up in lavish style, and occupies a floor space of 10,000 square feet. The machines were installed by the Rosenthal Mfg. Co., 150 in number. Fifty of these were of their new style illustrated song type. Mr. Davis is reported as doing an immense business.

An undertaking so means small is that of collecting the pennies from 4,000 machines which represents the profit of the many modern arcades. So thought Morris Kohn, the treasurer of the Automatic Vaudeville Co. of this city, and being of a mechanical turn of mind he forthwith set out to operate an automatograph. The invention is a series of tracks (boxed in) running beneath all machines, each instrument being connected by a steel wire running from the slot into which the pennies are deposited to the roof of this boxed passage. The base of the pipe is closed. Each is fastened to a motor carriage. The tracks are wired and connected to a central (city) current. The moment having gone the rounds the car goes down an incline to the office, where it passes over a catch which releases the bottom and allows the pennies to fall into the safe. This operation is then repeated. The benefit of this modern system is not only time saved, but there are numerous other advantages. For instance: having each machine numbered, you place a sign in a Record will tell you not only the number of the Record but the number of the machine. It eliminates any loss by dishonest employees, and makes impossible the cloning of the machine by too many pennies.

Talking machines recently played a prominent part in Buffalo, where Samuel L. Robertson in almost a single day cleared up $5,000 at the expense of his neighbors. The machines are electric pianos. Wagner has charge of a brilliantly lighted establishment in Main street, where pennies in the slot machines are featured. He succeeded Mark Bros, who had abandoned the enterprise. A few days ago the lease of the store next door to Wagner's place ran out, and Robertson secured it for a long term at a good price. Then he started to fit the place out for a line of talking machines and other devices that catch pennies. He also started to promote a company. First thing he did was to hire an electrician to put in three times as many incandescent lights as Wagner's place boasts. When Robertson's talking machine emporium was about half finished Wagner wanted it. He dis-

liked opposition, and bought out Robertson. It is said Robertson realized $10,000 in the transaction. "Robertson made money on the deal," said Wagner to-day, "but I thought it a profitable venture to buy the place."

The following taken from the current issue of Munsey's Magazine is an interesting contribution to this department:

"Keep your hand on the ancient--always make a penny in the slot."

The machines are operated by a steel pipe running from the slot into which the pennies are deposited to the roof of this boxed passage. The base of the pipe is closed. Each is fastened to a motor carriage. The tracks are wired and connected to a central (city) current. The moment having gone the rounds the car goes down an incline to the office, where it passes over a catch which releases the bottom and allows the pennies to fall into the safe. This operation is then repeated. The benefit of this modern system is not only time saved, but there are numerous other advantages. For instance: having each machine numbered, you place a sign in a Record will tell you not only the number of the Record but the number of the machine. It eliminates any loss by dishonest employees, and makes impossible the cloning of the machine by too many pennies.

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If a man should come along and ask permission to give you twenty-five dollars in exchange for ten dollars, you would think he was crazy; but you would jump at the chance, provided the money was good. This is about what we are offering you, Mr. Dealer, when it is simmered down to the real facts.

The PEERLESS COIN OPERATED PIANO is the Highest Type of Perfection. It is the Automatic Piano which can be safely trusted far away from a repair shop. This fact is of vital importance to every automatic piano user. Let us prove it.

A Peerless Coin Operated Piano placed in a Cafe or a Hotel will not only draw crowds of people, but it will more than pay for itself in a short time, and net the owner a handsome dividend thereafter.

That is how to change music into dollars.

Highest Awards
Gold Medals.
Buffalo, 1901.
St. Louis, 1904.
Portland, 1905.

ROTH & ENGELHARDT
(Props. Peerless Piano Player Co.)
WINDSOR ARCADE  FIFTH AVENUE  NEW YORK
Keep Your Stock of EDISON GOODS
Complete

This Dealer Carries the Goods the People Want. He Carries Enough of Them. He Loses No Sales.

Gentlemen:—I carry every domestic record in stock, besides a large surplus stock, and a fair assortment of French and British band records. I started in three years ago with three machines and 200 records and have sold over 3,000 records this year. I have sold some of the "other kind," but have dropped them as the Edison records have them beat more than one mile. I beg to remain,

Very truly yours,

The thousands of dollars we spend each month in advertising interests hosts of people in the Edison goods. We tell them of the high qualities of Edison Phonographs and Records. We show the many ways in which the phonograph can be used. We create the desire.

If not, think it over.

Very truly yours,

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

-Italicized text-