

The TALKING MACHINE WORLD

AND
NOVELTY
NEWS

Published Each Month by Edward Lyman Bill at 1 Madison Avenue, New York, April 15, 1906.

A Tip to Talking Machine Men.

Our business in 44 note and 65 note automatic electric pianos during the past twelve months has

Quadrupled.

It's the best argument in the world that the Regal product is not only up-to-date in every respect and has made for us a long list of satisfied dealers and customers, but should also serve as a strong hint to those contemplating the adding of such a line.

Write for prices, terms and territory.

REGAL PIANO and PLAYER CO.

889-893 SOUTHERN BOULEVARD, - NEW YORK CITY



—Worth While— Old Meeting House Days

Catalogue Number 031312.

AN orchestra selection of peculiar attraction, consisting of a medley of old-fashioned hymns of one hundred years ago. Reminiscent of a New England Sabbath morning in the old white meeting house when Phœbe and Hester, in poke bonnets and crinoline, sang in the choir beside Jonathan and Joel, with the old school-master leading the orchestra, and Ezekiel Adams, the village blacksmith, playing the bass viol.

How little we know in these modern times of the old New England Sabbath, beginning at sundown Saturday night, when all play ceased, and no work was done except such as was preparatory to getting ready to go to the meeting house in the morning! The best clothes were laid out, and, before putting the children to bed, the mother called the family together to drill them in the shorter catechism. And when Sunday morning came, how quiet it was! The clear sun and blue sky made the dew on the great green elms seem to sparkle brighter than ever. The hammer and anvil were still, and the mill was silent. Only the bees were at work as usual.

In listening to this record it takes but little imagination to see the old sexton tugging at the bell rope, the family groups coming up the village street to the old white meeting house, the high pews with their little doors, the hard wooden seats, the parson in the pulpit under the sounding board, the choir loft, and the young

singers with the orchestra leading the congregation in singing these old hymns.

Musically, this record revives the past like a historical novel. The arrangement of the music is particularly sweet and harmonious, and in one section the bass clarinet, bassoon and flute produce tones like those of the celestial stop on an organ.

The quality of the INDIAN RECORD is the best argument why you should sell it.

10-inch Disc Records - 60 cents.
7-inch Disc Records - 35 cents.



To try them is to buy them.



AMERICAN RECORD COMPANY,

Hawthorne, Sheble & Prescott, Sales Managers,

Springfield,



Mass.

The Talking Machine World

Vol. 2. No. 3.

New York, April 15, 1906.

Price Ten Cents

TRADE NOTES FROM BRAZIL.

Good Opportunities for American Talking Machine Manufacturers in Brazil Provided the Needs and Tastes of the People Are Respected—Something of the Leading Dealers and Trade Prospects Generally.

(Special to The Talking Machine World.)

Rio De Janeiro, Brazil, March 15, 1906.

The talking machine business in this city and locality is not as well developed as it might be, and affords great opportunities for enterprising Americans. While dealers throughout Brazil are very fond of using the name of "Edison" as a drawing card, they chiefly exploit the German machines instead of the American. Dealers with whom I have talked in this city complain that American manufacturers of machines and records are not paying particular attention to their trade, and are not supplying the records of songs in the languages desired. For instance, Spanish songs will take well, and so will those of notable singers in Italian, Portuguese and Brazilian. The German manufacturers, notably the makers of the Odeon, have captured a large share of trade by reason of their putting out a strong catalogue of songs in the foregoing languages.

At the present time the disc machine is largely favored in preference to the cylinder on account of its richer and louder tone. Moreover it is claimed by the dealers here that it wears better and gives more general satisfaction.

Fred Figner, who trades under the title of the "Casa Edison," is one of the most important dealers in talking machines in the city. He says there is a big call for handsome cases and that he has sent an American to Germany for the special purpose of having made to his order a number of machines in ornamental designs. This case question seems to be quite a talking point, and it is claimed that American manufacturers can enlarge their market here by having not only the talking machine handled in an enterprising way, but by making it more attractive than the German machines.

One of Fred Figner's best sellers is the Odeon, which he puts out at from \$43 to \$120 in American money. One of the leading dealers here says that the American manufacturers can easily compete with the Germans, and excel them, provided they give attention to this territory. The duty is only 25 per cent.

There are really only three large dealers here; Joao Augusto de Oliveira, who handles the discs of the Victor Talking Machine Co., of Philadelphia, and a large line of German and French machines and records. He has a very attractive store and makes a specialty of Portuguese records.

The Victor talking machines are sold by Guinle & Co., who handle a big line of American specialties.

In addition to his large German line, Fred Figner is the agent in Brazil for the International Talking Machine Co., the International Zonophone, of London, and the Universal Talking Machine Co., of New York. He also shows in his catalogue cuts of the Columbia Graphophone, the Edison phonograph in various styles, and a full line of talking machine supplies.

PHOTOS OF LEADING RECORD SINGERS.

Dealers in talking machines and supplies will be much interested in the advertisement of the Channell Studio of Photography, which appears elsewhere in this issue. There are few dealers who have not demands from their customers for some facts regarding the personalities of the different singers with whom they have become acquainted through the talking machine record. The fact that this concern supplies the trade with photographs of all the noted singers, handsomely and artistically finished, and bearing the singer's autograph, should make these photo-

graphs a decided feature of interest in every store throughout the land. We have had the privilege of inspecting these photographs, and must say that they are certainly most artistic and cannot fail to win a large measure of popularity wherever introduced.

STEADY INCREASE IN ST. LOUIS.

Trade Report for the First Three Months Shows Trade Growth of 25 Per Cent.—Columbia Activity—Ramsdell's Report—Other Items.

(Special to The Talking Machine World.)

St. Louis, Mo., April 9, 1906.

The talking machine trade here during the month of March has been surprisingly good, and these reports are made in the face of the fact that the government weather report for that period shows the month to have been the most severe March we have ever had in this territory. Trade reports for the first quarter in the year show an increase of about 25 per cent. for that period over the same last year, and reports for the surrounding territory are considerably better than this. It can be said without any exaggeration that the talking machine business is booming here, with a very bright future before it.

The Columbia Phonograph Co. is moving this week from its present quarters to 908 Olive street, where they have fitted up a very handsome store, which includes handsome private rooms for customers, where exhibitions will be given. The new store has been arranged in a manner that makes it one of the most complete and attractive in the country. Manager W. C. Fuhri, of this concern, returned from a short trip to New York on Saturday. In a conversation with your correspondent he reported trade for the month of March to have been very good both here and throughout this territory. This company have just opened up a fine new store at 315 Main street, Dallas, Tex., with Robert R. Souders as manager. Mr. Souders has been connected with the St. Louis office for the past nine years. Wm. F. Standke, formerly connected with the St. Louis office of the same concern, has been appointed manager of the Memphis, Tenn., office, succeeding R. P. Bartlett, who goes to Dallas, Tex., as assistant manager.

D. S. Ramsdell, vice-president and general manager of the St. Louis Talking Machine Co., makes very favorable reports on the volume of business transacted by his concern during March and for the first quarter of the year. Mr. Ramsdell has been giving a season of grand opera exhibitions at their store during the past week, and has sent out a number of invitations in this connection. In view of the fact that we have had a season of grand opera here, the time was very opportune for these exhibitions. They have been very much appreciated by the callers at the store, and Mr. Ramsdell feels positive that it will result in creating quite a demand for his machines. Mr. Ramsdell reports the sale of one of his finest machines to the O'Fallon Cuivre Club, of O'Fallon, Ill., composed of prominent citizens of this city.

J. Frank Mahret, sales manager of the St. Louis Talking Machine Co., who was taken sick while on a trip early in the month of March, and confined at a hospital here for several weeks, is out of the hospital and slowly recuperating.

The Talking Machine Co., 923 Olive street, and the Western Talking Machine Co., 925 Olive street, have both received notice to vacate their respective locations within the next sixty days, as their stores are to be torn down to make room for a new skyscraper. Manager Max Silverstone, of the Talking Machine Co., has secured a fine location at 1010 Olive street, which he will occupy within the next six weeks. The Western Talking Machine Co. have made no announcement as yet regarding their future plans.

T. P. Clancy, manager of the talking machine

department of the Conroy Piano Co., reports a very active trade during March, and that the public is buying the better class of machines. He states that their trade is steadily increasing, and feels very optimistic regarding the future.

The Val A. Reis Music Co., the Thiebes-Stierlin Music Co., and E. B. Walthall, manager of the talking machine department of the O. K. Houck Piano Co., all report trade good with them on talking machines.

VIRTUES OF THE PRICE AGREEMENT.

Seen in an Entirely Different and More Favorable Light—Protection to Dealer as Well as Manufacturer Is Insured.

New or ill-informed talking machine dealers, and even jobbers are wont to question the utility of the agreement exacted by the manufacturing companies owning basic inventions and process patents; in fact, a large percentage do not thoroughly understand the price agreement. Many look upon it as being somewhat dictatorial or as a scheme of the strong manufacturer to coerce the dealer into doing something for the sole gain of the former. This feeling has now almost entirely disappeared, and the reputable dealer now sees the price agreement in an entirely different light and knows by practical demonstration that it is an instrument designed primarily for the good of the dealer, and that he is the greater gainer by its protection. As a matter of fact the manufacturer gets comparatively little benefit, except in so far as it prevents the wholesale cutting of prices which ultimately would destroy the reputation of his product that would otherwise be maintained.

Where is there a person who doubts that a manufacturer now selling his wares under price agreement principles could sell more goods (and get just as much for them wholesale) if he should lay aside the price agreement? And who is the real beneficiary under such a scheme? It must necessarily be the one who sells the article to the retail customer and gets the fair profit that the price agreement guarantees. Where there is no price maintaining agreement covering an article it is most often, if not always, sold by the stores at a reduction in price that the dealer cannot meet. History proves that the price agreement has done more good for the legitimate talking machine dealer than anything else that has ever been discovered since price cutting became popular. Of course the benefit derived from such a measure depends largely, if not wholly, on its rigid maintenance, and it is the wise dealer who sticks to the manufacturer whose agreement affords him the greatest protection.

RECENT INCORPORATIONS.

The Canadian Multiphone Co., of Hamilton, has received a charter entitling it to manufacture and deal in phonograph multiphones and musical instruments. It is capitalized at \$200,000. The incorporators are: Ebenezer Marshall, John Thomson, Alexander Fraser, Thomas Stewart, marble dealer, and John Mack, druggist, all of Hamilton, Ont.

* * * *

The United Multiphone Co., of Philadelphia, has been incorporated with the Secretary of the State of Delaware for the purpose of manufacturing, selling and dealing in all kinds of talking machines and supplies with a capital of one million dollars. The parties interested are: Ralph C. Lupton, C. A. Darby and W. L. Missimer.

Wilksburg Phonograph Co., No. 738 Penn avenue, Wilksburg, Pa., wholesale and retail dealers in talking machines, recently moved into a new building especially adapted to their business, carrying a full line of Edison, Columbia and Victor machines, records and supplies.



Just What All Your Customers Are Looking For!

Sells at once on being heard, with **BIG PROFIT TO YOU**. Will help you sell more Disc Talking Machines and Records. It will revive the interest of thousands who have given up using them on account of the nuisance of changing the needle after each playing. Reduces the wear on the record and will play at least 500 times without changing.

Made in various tones, to suit all tastes: No. 1, Soft Tone; No. 2, Medium Tone; No. 3, Loud Tone. Retail Price, \$1.00 each. Net Price to Dealers, 50c. each

No. 4, Concert Tone. Retail Price, \$5.00; Net Price to the Dealer, \$2.50.

Send us \$1.00 and we will mail you, postpaid, one sample each of Nos. 1, 2 and 3.

We furnish Artistic Signs and Literature to all Customers

THE SYMPHONIC PHONE-NEEDLE CO.

1907 PARK AVENUE. NEW YORK CITY

HE DID SOMETHING.

How the Wise Young College Graduate Came to Win Success in the Talking Machine Business—A Story Worth Reading.

Jones and I were sitting at the window of our club one evening, gazing down at the passing throng, when Jack Raymond entered.

"Hello, Taylor; this is a surprise!" he cried. "I really believe I have not set eyes on you since our college days. How are you?" He came forward smiling, with gloved hand outstretched.

I introduced him to my friend Jones, and we were all soon chatting gayly. When men come together they invariably talk shop, and we were no exception to the rule.

"By the way, Jack," I asked during a lull in our conversation, "what are you doing now?"

"My dear boy, I'm in the talking-machine business, and, what's more, I'm making money. Pass one of those cigars this way, will you? Thanks."

He lit the fragrant weed, puffed silently for a moment, then began:

"The governor informed me one morning about a year ago that it was time I was getting busy. 'You are through with college now,' he said, 'and I want you to do something. I don't give a damn

chain. The young lady who has just left, for instance, will, in all probability, give a violet or pink tea this very evening, and while her girl chums are munching Nabisco wafers and drinking Ceylon tea, their charming hostess will play the selections from 'The Sultan of Sulu' on her talking machine for their amusement. Let me picture the scene to you:

"'Oh, that is too perfectly lovely for anything!' exclaims one divine creature between munches 'Why, it sounds better on the machine than it did at the theatre. Where in the world did you get it, Gertrude, dear?'"

"'Why, down at Raymond's, of course.'"

"A dainty pencil is poised gracefully between pink and white fingers, and a note is made of the name and address. I expect that whole tea party down here to-morrow, bent on the elimination of my stock of 'Sulus.'"

Then there is the grand opera. When the famous Caruso or any of the operatic stars are in town I make a window display advertising the fact, using photographs in costume, and stating upon a neatly printed card that the songs rendered by the artists whose pictures appear in the window are in stock. I also send a typewritten letter, carefully worded, to each of the opera-goers—the people who have boxes, you know—and by this method I sell as many as one hundred grand opera records a week. When their price is from two to five dollars each, you can easily see that their sale is profitable."

As he finished speaking a carriage drawn by two high-headed and glossy-coated bays swung up to the curb in front of the store, and a footman descended from the box and assisted a lady to alight. She entered and asked for a record of "Vi ravviso o luoghi ameni," "La Somnambula," by Antonio Scotti.

"Heavens! Taylor," cried Jones, in an awe-struck voice, "that selection must be worth a mint, judging from the name. Let's get out of here and give your friend a chance to do the lady justice."

I took the hint, and with a hurried good-bye

and a "come again soon" from Raymond, we departed.

"Say," said my companion as we reached the street, "I'm going into the talking-machine business."

"I'll think about it myself," I answered.

TRADE NOTES FROM CINCINNATI, O.

Talking Machine to Accompany Party to the Polar Regions.

(Special to The Talking Machine World.)

Cincinnati, O., April 9, 1906.

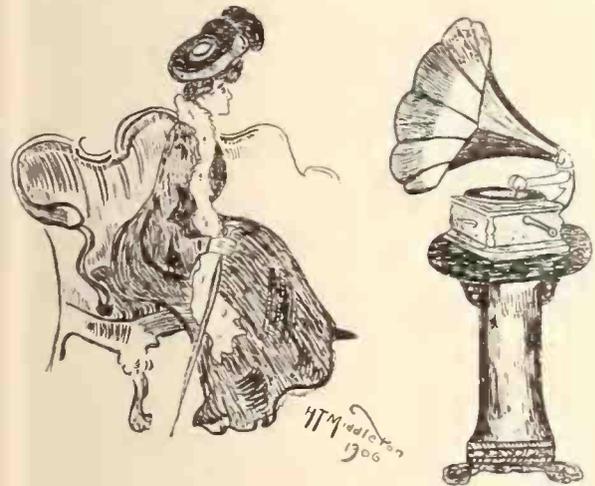
The Columbia Talking Machine Co. are showing a fine line of instruments in highly decorated cases.

Ilsen & Co. are also displaying a line of cabinet instruments in gilded and inlaid cases. April records for all phonographs and talking machines are displayed and on sale.

The R. Wurlitzer Co. has assumed the agency for the Zonophone. Raymond Strief, manager of the talking machine department, finds wholesale demand for Victor and Edison machines and records on the increase. The latest records were a feature of last week's popular concerts and drew an immense crowd.

A high-class Victor instrument was sold to a wealthy Cincinnati man for use on his yacht during a recent bridal trip and will accompany him and his bride to the polar regions this summer on a hunting tour. A number of Victor machines are being sold through the plan known as the "One Man Band," which is the addition of a drum to be used with the machine, and records for dancing and rag time music. Twenty-five of these combinations have been sold locally since they were introduced at a recent concert in the Wurlitzer store.

P. Long, who opened the record making department for the United Hebrew Disc & Cylinder Co., being recognized as an expert in the line, is now in charge of the "masters" at the plant of the Leeds & Catlin Co., Middletown, Conn.



"SHE WAS LISTENING INTENTLY."

what you do, but do something.' Well, I did something. I rented a little store down on Baltic avenue in a good residential district, and just around the corner from the Elite Theatre, fitted it up attractively, and made money. Why, gentlemen, actually sometimes I'm too busy! I don't keep open nights, either."

"Did you hear that 'too busy,' Jones?" I laughed a little sarcastically. My friend smiled back in polite scepticism.

"That's right, boys, laugh all you want to; you will both be the better for it. It will help digest that lobster cutlet you've eaten. All I ask is that you will honor me with a call in the near future, at which time I will be glad to show you how this apparently impossible thing is accomplished."

He gave us each his card, spoke of an important engagement already overdue, and with a parting handclasp was gone.

The next afternoon found Jones and I entering Jack Raymond's place of business as per his kind invitation of the night before. We found him in earnest conversation with a very stunning young lady.

"I have just been to the matinee performance of 'The Sultan of Sulu,'" we heard her say, "and, seeing your announcement in the window in reference to records of this comic opera, I could not resist coming in. May I hear them, please?"

"Certainly; it will be a pleasure, I assure you," he answered; and soon she was listening intently to a sweet barytone voice rendering with great expression "Since I First Met You."

After she had gone our host informed us that she had purchased several records, and had promised to bring some of her friends down soon for the same purpose.

"I'll tell you," he said, "it works out like this: If you establish yourself in a good neighborhood, make a specialty of keeping in stock the leading selections from the attraction at the nearest theatre, advertise them judiciously, the result will be a great success. It is simply an endless

PROOF That Double Service Will Increase YOUR Business

E. R. GUTHRIE

BICYCLES, PHONOGRAPHS

1540 O STREET

International Correspondence Schools,
Scranton, Pa.

LINCOLN, NEB., Jan. 9, 1906.

Gentlemen:

Replying to yours of 5th inst. regarding my success in selling the I. C. S. Language Outfits will say, there is no other phase of the Phonograph business that has appealed to me as this language system does. The sales are naturally with the more well-to-do people and there is no question of installments to contend with. One can approach the most exclusive people with this language proposition and be sure of a respectful and interested hearing. By exercising a little judgment in selecting the people to be approached with it the dealer will find almost half of them will become good "prospects." The super-sensitive people who have always said they would not have a phonograph in the house fall right into line and enlarge the field for phonograph sales by a large proportion. A "demonstration" for a prospective customer usually consists in playing one record and having a quiet chat. Occasionally one who has already acquired a literary knowledge of a language asks for one of the advanced lessons to be run. Contrast this with playing "rag-time" for an hour for a lot of gigglers who buy one or two records and the dealer who tries it will surely become a devotee to the Language Outfit sales. Nearly every one he shows it to can tell him of some friend who will be interested also.

Yours truly,

E. R. Guthrie.

It has increased other dealers' business from 10 to 30 per cent. }
To find out what it will do for your business, write to-day to } Box 918
Scranton, Pa.

PRACTICAL SUGGESTIONS AND COMMENTS.

REGARDING INTRODUCTORY SPEECH.

J. H. Lepper, talking machine dealer of Mason City, Ia., writes as follows: "I would like to hear from talking machine dealers of the United States, through *The Talking Machine World*, if they favor having the announcements on the records as now used on the Edison and other records? For my part I would much prefer that they cast them out. I always set the reproducer down on the record as nearly the beginning of the record proper as possible, but I am not always able to strike it right, and then it sounds worse than if I had let it play the introduction speech. It seems to me as long as the record has the label on the end, or as, with the disc records, printed in the center, it is sufficient. Let us hear from you and settle this matter."

ABOUT SPEECH REGULATION.

F. M. Barney, of Elm Creek, Neb., writes *The World* as follows: "It may be of interest to your readers to learn of my speed method. I have long asked the Edison people to put out a record with a given note on same that might be used in unison to a key pipe to obtain correct speed, and in record No. 9241, 'Dixie Rube,' they have given a standard tone A. I have a tuning reed A. I put said record on my machines (am a dealer) and note difference in tone on record and reed. If the tone A on record is high I lower speed of machine till in unison. This is but an instant's work, and the speed is correct. This gives the natural tone of voices, etc. I do not think much of Edison marks on back of machine for speed regulation; it takes forever, and is not perfect."

TO MAKE MACHINES LOUDER.

"To your readers who would like to make their machines louder, I give the following method, which gives perfect results: Remove vibrating arm (in which jewel is set) and take it to your jeweler and have another hole drilled in same as near the former hole (in center of arm) as possible on the side in which the jewel is set. Put screw through this hole after replacing link. This causes the amplitude of vibration of diaphragm to be increased, thereby increasing loudness of tone. I have heated the arm and pushed jewel closer to the old hole with equally good results, but like former method better, as it can be changed back readily."

THE CAUSE OF THE "BLAST."

"I disagree with Mr. Seymour, London, Eng., to the statement he makes that blast is always a defect of the record for which the reproducer is not in the least responsible. I have found that where a diaphragm is too slow, it will cause the jewel to leave the track of the record and produce a blast also. This is the case when the speed of the return vibration of the diaphragm is not sufficient to hold jewel to the record; in effect it's the same as the track broken in the record."

TONE QUALITY IN DISC RECORDS.

Wm. F. Hunt, the progressive dealer, and always interesting writer, of Wanatah, Ind., says: "In the 'Practical Suggestions and Comments' column of the March issue of *The World*, T. Willson, of York, England, gives it as his opinion that the announcement in disc records answers a very good purpose owing to the record first wearing out and becoming scratchy at that point. Otherwise the selection proper would suffer, he claims. I fail to understand why it should be necessary to use an announcement to overcome this evil. Why not, in recording, permit the recording stylus to make a few circles on the record before the selection is started, and then in reproducing utilize these unrecorded lines for the purpose of getting the needle and record adapted to each other, or, for the wearing out purpose, as our friend puts it. It would not be near so disagreeable to hear the scratching alone as to have it intermingled with the voice of the announcer. Furthermore, he suggests

that the larger discs be recorded at a lower rate of speed, so as to permit of a longer selection to be recorded on them. Or, in other words, to equalize the surface speed of the larger records with that of the 7-inch size. Our English friend seems to prefer quantity rather than quality. He does not appear to understand that the greater the surface speed of a record, the fuller and truer the tone quality. The making of the larger discs is not mainly to get a longer selection (although the selection is materially lengthened thereby), but to get better results, which point is, after all, most essential. This same correspondent also wrongfully states that too large a circle is left blank in the center of the large discs, that they could be run equally as near the center as a 7-inch disc and with as good results. Here he again shows lack of knowledge in the principle of sound-recording. He is simply trying to increase a fault in the disc records. And with his idea of recording the larger discs at a lower rate of speed the fault would even be doubly increased. As I have already stated, the greater the surface speed of a record, the fuller the tone of the reproduction. Now, then, to illustrate, when the recording stylus starts in at the outer edge of the record, the surface speed is at its greatest point, but as the circles near the center they gradually grow shorter, and the stylus covers less space in a given time, therefore cutting the sound waves shorter and shorter. Naturally, the selection in the reproducing process deteriorates in tone as the needle nears the center of the record, and the nearer the center the selection is recorded, the greater the deterioration in tone. The difference in tone quality from the outer edge of a 12-inch or even a 10-inch record to a point equal near the center to that of the present 7-inch record would be greater than the difference from the outer edge of a 7-inch disc to its inner circle. In the present average disc record the circles on the inner edge of the record are less than half as long as the outer circle, yet the deterioration is so gradual that it is, if any, but very little noticed. The manufacturers of the disc records are using the very best judgment in the making of them. They are giving the greatest quantity of music on a record consistent with good quality. We have had low-speed records, and from experience it has proven that the general talking machine buying public prefer the better quality of reproduction which can mainly be attained by a high-speed record. Of course people who do not keep their machines running at the proper speed cannot realize the advantage in this method, as they do not get a natural reproduction at any rate. The making of longer selections is a more perplexing problem than the average person can comprehend."

MATERIAL FOR DIAPHRAGMS.

In regard to Mr. Seymour's article in last month's issue on material for diaphragms, Wm. F. Hunt, of Wanatah, Ind., writes: "I wish to say that some of his arguments appear to be practical as well as logical. He, however, takes the opposite stand to Arthur C. Mestraud as to what causes blasts in a cylinder record. The correspondent to which Mr. Seymour has reference is my humble self, and I must acknowledge that he has quite convinced me that my views on the subject to some extent were wrong, most especially in that a more porous substance would have to be used for diaphragms to secure the mellow effect. In his claiming that this can be brought about by the use of larger diaphragms, I believe to be quite true, as I find that even in the reproducer of the Columbia Co.'s 20th Century graphophone, which has a diaphragm of four inches in diameter, with its tremendous volume, the tone quality is most mellow. It will, however, be found that the smaller diaphragms produce a much sweeter tone. The one is natural in its sweetness, while the other is natural in its mellowness, and the secret lies in combining the two into one reproducer. It will have

to be contended that one effect without the other is unnatural, and I still believe that some new unknown substance will have to be used in diaphragm construction before perfection in tone is reached. It is now being tried to overcome these defects in recording, and while to some extent the method is a success, yet, the tone is deadened to a considerable degree in this process. I do not wish it understood that I do not appreciate the advancements made in the art of sound recording and reproduction, for I think them really marvelous, but it must be admitted that perfection is yet out of the question. Time alone will bring about the desired results."

TALKING MACHINE NOMENCLATURE.

A subscriber of *The Talking Machine World* calls our attention to an article which recently appeared in a London paper, called "The Bazaar," and which has been reproduced in some other publications, treating of the nomenclature and early history of the talking machine, and says: "Therein you find mentioned that the United States Patent Office calls all talking machines 'gramophones,' whatever other names makers may give them," and asks for information as to whether this is so. Before going into this matter it will be best to quote the story referred to:

"The gramophone was invented by a Mr. H. E. Berliner, of Washington, to illustrate the practical use of Professor Bell's discovery that the vibrations caused by any series of sounds could be 'written' by a vibrating point on a suitable material, and the same series of sounds reproduced by another point traveling over the inscription so made. It was one step in a long series of investigations resulting from a consideration of the properties of telephone invented by Professor Bell, and this gramophone—so-called from 'gramma,' a letter, and phone, sound—consisted of a flat disc revolving horizontally, and bearing on its surface the inscription impressed by the vibrating point. It had previously been discovered that a cylinder revolving on a spindle could take on the inscriptions, and that from these inscriptions the sounds could be reproduced by causing another point to travel along the engraved cylinder while the latter revolved on its spindle under the point. This primitive form of machine, the notion of Bell and Edison, was called a phonograph, from phone, sound, and graph, I write. But all the machines distinguished in England as graphophones, phonographs and gramophones are called in the United States Patent Office gramophones, whatever other names makers may give them. The difference is not in the principle involved in the reproductions, but in the mechanism employed. In connection with the above the Columbia Phonograph Co. writes to our contemporary to the effect that every talking machine now makes its records by engraving sound waves in a wax composition. This was first made known to the world by the inventors of the gramophone. The phonograph was a machine that indented its records on metal foil. The gramophone etched its records in an acid bath. But the true phonograph or the true gramophone no longer exists, except as a curiosity. Every successful talking machine to-day employs the gramophone process of engraving records, and is therefore, strictly speaking, a graphophone."

THE EDITOR'S COMMENTS.

Without commenting at length on the above article, which is open to correction in some respects, we are authoritatively informed that the word gramophone first used by Emil Berliner in connection with his patent, is not employed generically by the United States Patent Office as a classifying term for talking or sound reproducing devices. It is specifically applied, however, to describe appliances of a particular type. The practice followed by the patent examiners being to class all apparatus for making records by the indenting method as phonographs, by the cutting or undulating method as graphophones, and by the lateral or zig-zag process for disc records as gramophones. These designations were adopted by the United States Patent Office early in the

development of the talking machine art as differential appellations only, and are adhered to at the present time. The word gramophone is seldom heard in the trade here. It is occasionally found in court discussions and lay magazines and newspaper articles in speaking of talking machines in general, but with no special significance.

REPRODUCER FOR CYLINDER MACHINES.

Another step toward perfection in sound reproduction will be reached when a new reproducer for cylinder machines will be placed on the market in a few months. This speaker carries a diaphragm two inches in diameter, and by a clever arrangement of very small pulleys and levers the sound from both sides of the diaphragm is collected and sent into the horn.

One who has heard the device says: "It is estimated that the volume given in this way is five times greater than that obtainable from the average good cylinder talking-machine reproducer, while the depth of tone, natural sound and positive clearness is surprising." The base of this reproducer is so arranged as to fit all the leading makes of cylinder machines, and is the invention of Arthur C. Mestraud, who seems bent on keeping pace with "these times of push and progress."

THAT RECORD CATALOGUE.

In answer to several inquiries, we may say that James I. Lyons, 194 East Van Buren street, Chicago, is the publisher of a complete alphabetically arranged list of all makes of records. It is something that should be invaluable to every talking-machine dealer.

TALKING MACHINES IN HONDURAS.

Excellent Chances in That Country for an Increased Sale of Talking Machines and Supplies of All Kinds.

The prosperous state of trade in Honduras has caused an increased demand for talking machines of various kinds. Many of the small

country stores are purchasing talking machines for the amusement of their patrons. Now that talking machines are becoming so well known and liked the demand for first-class high-priced instruments is increasing. Many persons are selling the cheaper machines originally purchased to buy those of a better grade. The outlook in Honduras for an increased sale of talking machines is very encouraging, and for their sale all Spanish-America offers a most attractive market, one that should receive particular attention.

AN ANCIENT PHONOGRAPH.

Invented and Made Some Thirty Years Ago by Stephen G. Cree, of Wheelock, Vt.—Worked in Secret Until He Found He Had Been Anticipated by Edison and Then Placed It on the Shelf—Some Reminiscences.

Stephen G. Cree, the veteran Town Clerk, of Wheelock, Vt., has a rare curiosity in his possession in the form of a phonograph which he made thirty years ago. That Mr. Cree's talking machine is as old as he claims is evidenced by the fact that there are scores of men in the little town of Wheelock to-day who can place the time they first saw and heard the wonderful machine by the class they were in at the district school when the owner gave them an exhibition which made their eyes stick out in amazement. No one at the school, whether teacher or scholar, could conceive how it was that the machine could record a conversation and then reproduce it.

The natives of the village were equally astonished, and some of the more superstitious were inclined to believe that the voice came from the spirit land. To convince them that the conversation was simply a reproduction of Mr. Cree's voice was impossible until they themselves spoke through the transmitter while Mr. Cree turned the crank and then heard what they had said.

The principle is about the same as Edison's first and crude phonograph, but the cylinder is driven by a hand crank. A regulator, too, is at-

tached to Cree's machine, and when it is screwed tight the sound transmitted becomes louder and clearer.

In making his machine Mr. Cree preserved the greatest secrecy, and continued to adopt this policy until one morning he discovered that Edison had perfected a machine. After this discovery Cree gave up his efforts at talking machine improvement, and the machine has laid for the past twenty years in the attic of his home. It was only the other day when he had purchased a new Edison phonograph that a story of his early attempts came to light. He said:

"Yes, I thought I had something great nearly thirty years ago when I succeeded in perfecting a talking machine; but Tom Edison was ahead of me and I was glad to see him rewarded if he had to work as hard as I did to make his machine," said the old Town Clerk, with a smile. "In making his model he was far more successful than I was, as with my machine, which worked directly by hand, the cylinder would not have been good for anything but recording a conversation directed to it. For a song it would be practically useless, as it would be impossible to turn the handle in accurate time. I have had enough enjoyment out of the old thing, and I think sufficient to pay me for the time I spent in making it. The phonograph, crude as it is, was certainly a wonder, and every Vermonter who ever heard it will readily agree with me. We could not all win, and Edison deserves the credit."

THE MUSICAL ECHO CO.

Chas. G. Collier, who has been appointed manager of the Musical Echo Co., of Philadelphia, has had an extended experience in this line of work. The concerts which this company are giving at their display rooms on Wednesday and Saturday afternoons with the Victor have been heard by at least ten thousand people during the last few months. Mr. Collier is placing the Victor machines in the most exclusive musical circles in this city, and reports a rapidly growing business.

\$25 REWARD

for any Brass or B. & G. Talking Machine Horn from which

Cleapol Waterproof Metal Polish

will not remove all Tarnish, Spots, Fly Specks, etc., giving it a lasting mirror lustre

NOTE—All horns treated once with this polish can be kept in perfect condition always by using the Cleapol Chamois Skin.

☞ Special discount now being given to jobbers and dealers.

☞ Write for samples and price list.

THE CLEAPOL CO.

288 Springfield Ave.

NEWARK, N. J.

TWENTIETH CENTURY GRAPHOPHONE



An
Orchestra
in
Itself!

OUR
GUARANTEE

It Sings with
all the Volume
of the Original

The Twentieth Century Graphophone Is Absolutely New In Principle and Excels All Others

The impetus this mar-
velous machine gives
to the

SALE
OF
CYLINDER
RECORDS

is enormous.

Mr. DEALER:

You have Records
to sell; the Twenti-
eth Century Graph-
ophone will make
them go like hot
cakes!

ADDRESS ALL COMMUNICATIONS TO THE COMPANY

Heath & Milligan Mfg Co
Paint & Color Makers.
110-112 Randolph Street,
Chicago, March 20, 1906.

R. L. H.

The Columbia Phonograph Co.,
Gentlemen:-

Through our Mr. Rockwell we learn that you have kindly donated one of your "20th Century" Machines for the use of our agents, The Hahn Co., on "Sunshine Day," and we simply want to assure you that this courtesy on your part is thoroughly appreciated. We are thoroughly familiar with this Twentieth Century Machine, inasmuch as your people furnished one for our use on a train-load of paint we shipped from Chicago to Duluth sometime ago. We made a daylight run and stopped at various towns along the way, giving concerts and distributing souvenirs, and we want to say right here that the Twentieth Century Machine made a great hit all along the line.

With best wishes, we are,
Yours very truly,
HEATH & MILLIGAN MFG CO.
A. L. Stigley
Manager Sales Department.

F. O.

"Put a Little SUNSHINE in Your Home."

Uses the Regular
Cylinder Records—
all makes—as well
as the New

COLUMBIA
TWENTIETH
CENTURY
CYLINDERS—

half a foot long;
50 cents each.

Retail Price for
Twentieth Century
Graphophone, \$100.
Liberal Discounts
to the Trade.

**Cut out and send the
ATTACHED COUPON
to-day!**

Dealers who have customers among the proprietors of restaurants, small theatres and places of public amusement, generally, will find a ready demand for these extraordinary machines. Cylinder record sales have been increased from 50 to 75 per cent. by playing records on the Twentieth Century Graphophones. LEW DOCKSTADER USES ONE OF THESE MACHINES IN HIS MINSTREL SHOW. JOHN DREW HAS INTRODUCED IT IN "DE LANCY," AND IT IS ALSO BEING UTILIZED IN "THE GIRL PATSEY," A NEW COMEDY THAT HAS MADE A HIT.

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
Highest Award, Portland, 1905

Tear Off Here. Fill in and Mail To-Day to
COLUMBIA PHONOGRAPH CO.,
90-92 West Broadway,
New York.

Dear Sirs—I am interested in your new "Twentieth Century" Graphophone. Send me full details, prices, terms, etc., at once.
Yours truly,
Name.....
Address.....
T. M. W.
5.

NEOPHONE DIRECTOR IN TOWN.

A. W. Cameron Is Here to Examine the Trade Situation—Has Opened Temporary Quarters—It Is Said a Company May be Formed Here to Manufacture Neophone Specialties.

A. W. Cameron, managing director of The Neophone, Limited, London, England, recently arrived in New York, to look over the situation here, owing to the numerous inquiries which have reached them from this country for Neophone specialties. As a result of the inquiries it has been decided to manufacture the Neophone disc phonograph in this country, and a company will probably be organized for the purpose of developing the business within a very short time.

The Neophone is the invention of Dr. Michaelis, and is protected by patents not only in the United States but in every country throughout



A. W. CAMERON.

the world. The present company was organized in London in September, 1905, and has developed to such proportions that larger quarters, at 1 Worship street, Finsbury Square, E. C., became a necessity, and were occupied on January 1. Foreign trade has also grown, and the company now control branches in Paris, Berlin and Milan.

Mr. Cameron said to the World recently:

"One of the special features of the Neophone is that there are no needles to change, a permanent sapphire reproducer being used, with practically indestructible disc, which gives a great volume, purity and quality of tone; in fact, the recent invention of the Neophone home recorder has given our company something entirely individual, inasmuch as it enables users of the disc machine to make records at home.

"Another specialty of our house is their Neophone grand, which is especially built for playing twenty-inch discs. These records play for

about ten minutes, and lengthy selections can be reproduced without omissions."

Mr. Cameron has opened temporary offices at 12 West 28th street, New York, where he is showing a full line of Neophone specialties and visitors have been pleased with the result of their investigations. Callers have not been confined to the trade exclusively, for among them have been some well-known figures in the histrionic and musical world. Marie Dressler and others have been interested to make records for their own amusement. The novelty of being able to make a disc record has created surprise as well as pleasure.

Mr. Cameron, the Neophone ambassador, is a talking machine man "from the ground up," so to speak. He has studied the situation in all the leading countries in the world, and is not only a keen, progressive business man, but a gentleman of pleasing personality, who is destined to make many friends. He is quite enthusiastic over his visit to New York, and is confident that the great success achieved by the Neophone, Ltd., in foreign countries will be duplicated in the United States as soon as the merits of their goods become more widely known.

ARE "TALKERS" MUSIC?

Judge Walker Asked to Grant an Injunction Restraining the Talking Machine Used in Public Parlors.

(Special to The Talking Machine World.)
Chicago, Ill., April 6, 1906.

In a bill presented to Judge Walker, one phonograph owner admitted it was beyond the ability of the layman to tell whether phonographic reproductions were music or just a general disturbance. This is not the first admission of the kind.

The statement was made when Carl Leammle, president of the Nickel Amusement Co., petitioned for an injunction restraining the city. The contention was that if the reproductions were a nuisance—and in this case a public one—the city might have power to suppress the concern operating at 909 Milwaukee avenue.

Judge Walker, after hearing the representation, said he would hear both sides before granting an injunction.

The attorneys made the mild request that until the question is determined, the mayor, chief of police, and all the residents along Milwaukee avenue, near North Ashland avenue, be restrained from closing or interfering with the theater, which is daily surrounded by hundreds of residents of the northwest side.

DEPENDS ON THE RECORD.

It is a moot point whether the talking machine vulgarizes or helps to popularize a song or piece, says Music. It is probably due to the apparatus when a good singer's voice is reproduced gracefully, and due to a bad machine when the singer's voice is unsatisfactory. Our own opinion is that the talking machine is a distinctly valuable invention with infinite potentialities. We have heard the rendering of certain songs by certain

singers, by means of a reproducing instrument which opportunities have not been afforded us to hear at first hand.

BLUFFED THE BURGLARS.

How a Self-Confidant Young Lady Utilized the Talking Machine to Scare Burglars in a Most Effective Fashion.

The latest utilization of the talking machine is certainly novel and shows its possibilities in an entirely new light. For instance, the mistress of a home was alone in her parlor when she was startled into that sort of stillness through which the sound of one's heart beats assails one's ear with the deafening effect of drum beats. She heard soft footfalls on the floor above, and knew that she was at the mercy of burglars. She heard one of them descending the stairs and she was almost paralyzed with terror.

Out of her feminine consciousness came an inspiration. She knew the record of an aria from a grand opera was ready to burst into song. She turned on the vocal caesthenics, and after a piercing preliminary shriek or two the voice of a Nordica or Fremstad or Scalchi bounded from its lowest depths to its highest altitude and couruscated joyously around a dizzy sound height that assailed the high ceiling of the parlor and spouted the heel wings of Hermes from burglarious feet.

No husky "Who's there?" No quavering scream for help would have operated to scare a few burglars out of a house occupied by one woman, the talking machine did for their nerves, however. The unexpected happened to them: they took refuge in flight and were well down the back alley before they realized that they had been bluffed by the imitation of a prima donna's vocal athletics.

It is well that the greatest stars in the musical firmament do not disdain the phonograph. It is well that the song of a Calve or a Caruso can be carried into the mountain hut of a dweller far away from the noise of a railroad or the possibility of grand opera in town. The talking machine brings pleasure with it, and it has been shown that it has safety in its records.

It was much more effective, in this case, than many a policeman has been in like instances.

THE EDISON LIKED IN IRELAND.

The Belfast Evening Telegraph of recent date, under the caption, "A Score for Belfast," said: "From last copy of an important American trade journal (The Talking Machine World), we observe that during the four weeks ending January 22, Belfast stood second to London as regards quantity of Edison phonographs shipped from New York to the British Isles, and 20 packages beyond the aggregate shipments to all other ports in the British Isles (exclusive of London). Mr. T. Edens Osborne, of 4 Donegall Square, West, to whom the Belfast shipments were exclusively made, may be accordingly congratulated."

NEW ENGLAND DEALERS!

SEND YOUR ORDERS FOR

COLUMBIA RECORDS AND MACHINES

TO

LANCLEY & WINCHELL,

95 SUMMER STREET, BOSTON, OR
35-37 ABORN ST., PROVIDENCE, R. I.

NEW STOCK—PROMPT SHIPMENTS—SATISFACTORY SERVICE

New England Distributors for VICTOR MACHINES and RECORDS, COLUMBIA MACHINES and RECORDS, AMERICAN DISC RECORDS. HAWTHORNE & SHEBLE HORNS and SUPPLIES.

WRITE FOR CATALOGUES.

WHAT DO YOU PAY FOR NEEDLES?
WRITE FOR SAMPLES AND PRICES.

LANCLEY & WINCHELL, 95 SUMMER STREET, BOSTON
35-37 ABORN ST., PROVIDENCE, R. I.

EDISON BUSINESS PHONOGRAPH.

Displayed With Great Success at the Office Appliance Show in Chicago—Some Special Features of Excellence That Commanded Attention—Those in Attendance.

(Special to The Talking Machine World.)
World Office, 195 Wabash Ave.,
Chicago, Ill., April 9, 1906.

The office appliance show held in this city marked the first public demonstration in Chicago of the business phonograph of the National Phonograph Co. It was coincident with the formal opening of the business phonograph depart-

interested and delighted many hundreds of visitors. The instrument is electrically driven from the regular lighting circuit. By means of simple attachments the dictator may pause, be interrupted for hours, instantly repeat any of the words previously spoken, make corrections, give instructions, and all with the certainty that an accurate letter will be written.

The feature by which mistakes are caught is very ingenious. There is a scale similar to that on a typewriter on the phonograph. A reproduction of this scale appears on the leaves of a pad furnished with the machine. If under the old regime the dictator made a mistake the typewriter operator would get the error down, no matter how hard her employer might correct it in the next breath. Now, with this scale arrangement, when the dictator finds he has made a mistake he stops the machine, notes at what point on the scale the error commences, and then on a similar point on the scale on the pad marks "M" for mistake. The operator has the memorandum before her, and when she reaches the point indicated stops until she has heard the error, omits it and commences with the correction. Another feature of the Edison machine is the new combination reproducer and recorder.

In charge of the exhibit was C. L. Hibbard, manager of the Chicago branch of the Edison business

phonograph, assisted by Geo. B. Walker and a competent staff. Nelson C. Durand, who is the general manager of the Edison business phonograph, who has been getting the new branch in full working order, was also in attendance.

NEVER PAWN "TALKERS."

We Find Everything Else in the Pawn Shops in New York—Too Valuable as Entertainers.

A casual glance in the windows of any of the innumerable pawnshops in this city will reveal the fact that it is an unusual thing to see a talking machine of any kind displayed for sale. In making an investigation as to why so few of them were found among the unredeemed pledges, an inquiry from one of the largest pawnbrokers in the city elicited the following information: "As a rule, the class of people who buy phonographs are not the best patrons of the money lender, and when necessity drives them to seek temporary aid they always bring something that they can well do without. The phonograph is in constant use, and I have found that they hold back on that until every other resource is exhausted, and then it is about the first thing redeemed. I think it is natural love of music in man among all classes, and often, I have been told, they have been kept to the last because they cheer up the heart saddened by adversity. I have also noticed that the possession of a phonograph has strengthened the home ties, particularly in the poorer quarters of the city. The entertainment afforded at home has offset, in a certain degree, that of the saloon and street, and to my positive knowledge the money that is paid for thousands of records weekly sold in the slums formerly went into the saloon till 'around the corner.'"

A Socialist publication is giving away phonographs with records as premiums. The records are made by prominent Socialist speakers and writers, who record their best speeches or passages from their writings. The believers in the country districts use these records to spread the propaganda.

The Automatic Amusement Co., of Wilmington, has been incorporated with the secretary of the State of Delaware for the purpose of manufacturing talking machines of all kinds.



DISPLAY OF NATIONAL PHONOGRAPH CO. AT CHICAGO.

ment, advance information of which has already been given in these columns. In a large space in the south end of the Coliseum the Edison commercial system, conducted with the business phonograph, was exploited in a manner which

THE THOMPSON MODIFIER



PERFECTION AT LAST
A Modifier That Really Modifies

Softens the tone, eliminates the metallic sound, takes all the "scratch" out and makes the reproduction of voice or instrument as soft, smooth and harmonious as the original.

THE THOMPSON MODIFIER is entirely new and different from anything on the market. The best machine in the world is improved by its use—the poorest sounds well with its help. Made pear shape, it fits any size or shaped horn and can be used with any machine on the market.

MADE OF BRASS, NICKEL PLATED, PRICE, \$1.00

The GRAPHOPHONE MODIFIER CO.

279 STATE STREET, CHICAGO

THE MONTHS HAPPENINGS IN PHILADELPHIA.

Large Demand for Machines by Secret Societies, Sunday Schools, Etc.—Proofs of "Talker" Popularity—Well Known Dealer Describes How Success Is Achieved—Lewis Talking Machine Co.'s Increasing Trade—Victor Co. Still Expanding—Recent Visitors—Chat With T. R. Goodwin—Penn Phonograph Co.'s Publicity Plans—The Hutchinson Acoustic Co.

(Special to The Talking Machine World.)

Philadelphia, Pa., April 10, 1906.

In the face of inclement weather good business was the rule for the month of March in local talking-machine circles, according to reports of dealers and others. So far April promises to outdo March, and beyond doubt the trade is sure of excellent spring business. Sales of complete outfits are the rule rather than sales of single articles, and as the sale of a machine means good future sales of records, dealers have been pushing machine sales first and last. The giving of "benefit" entertainments by secret societies, Sunday-school classes, etc., is another thing which tends to make trade good. In some cases dealers loan outfits; in others they send an expert operator and charge a small fee. And here is a hint, perhaps new: One of the local dealers who sends out machines to entertainments has an advertising disc; it loudly proclaims the merit of the blank machine, gives the dealer's business address, etc.

Sunday, commonly called the first day of the week, is the day above all others which clearly proves how firm a hold the talking machine has on the people generally. The writer, in rambles about the staid old Quaker City on Sunday, has been surprised at the remarkably large number of machines he has heard talking, singing and doing pretty much everything else but praying—and usually to a large, impromptu or family gathering of delighted auditors. "The box what sasses back to you," as one darkey put it, is particularly a favorite in the several negro sections of the city, and a "coon" rich enough to own a good "jaw box" is entertained and feted whenever he chooses to call—with the "box." The spectacle of several really excellent negro singers joining in when a good quartette record is run off is a good sight to see and good music to hear.

A South Ninth street dealer in talking machines, etc., who has been noticeably successful in business, was frankly asked by the writer: "To what do you ascribe your success?" After a moment's serious reflection, he said: "I ascribe my success not to one, but a number of things. Of course, I have kept an up-to-date stock, have made show windows and storeroom as attractive as possible, and given courteous attention to customers. Perhaps my willingness to oblige patrons has had much to do with my success—at least, I think so. For instance, I have had entertainment committees from secret societies, Sunday-schools, clubs, etc., call and ask for the loan of certain popular records; they could hardly afford to buy them, yet they wanted tunes suitable for the occasion. Well, I loaned the records, thus aiding worthy causes, and I have never regretted it, for such little courtesies, I know, have brought me hundreds of dollars' worth of

business. I have used printers' ink successfully; have advertised in only such mediums as I thought would reach people likely to buy talking machines. Upon request I have called at customers' homes and let them hear all the latest records out. This plan is a good one; I never fail to sell a good many records. Last, but not least, I have given close attention to business and have worked hard." Perhaps other dealers may gather an idea or two from the foregoing.

Jonas Shaw, 2611 Westfield avenue, Camden, N. J., handles Edison and Victor goods, and is doing a good business "over the creek," known as East Camden.

Herbert T. Lewis, head of the Lewis Talking Machine Co., 15 South Ninth street, is having an increasing trade, due greatly to his aggressive business methods. He is especially pushing sales of the Twentieth Century Graphophones and Columbia disc and cylinder records, and is meeting with every success. His jobbing trade has grown to large proportions, and will require more and more attention from now on. March business was good with him and April trade promises to be large.

Huge piles of building materials in Cooper street in front of the main building of the Victor Talking Machine Co., Camden, N. J., attest the fact that "there's something doing." East of the main building foundations for the large new brick addition, which is to be similar to the main building, are partially laid. While this large undertaking is going on, the Victor company has just announced plans for a still greater development of their large plant. From John Starr, Jr., the company purchased valuable Delaware river front property—a good-sized plot—and upon it they will erect one if not several more large buildings. One of them will be given over to printing. The company's present printing plant on Federal street is considered a good one, but it is, of course, inadequate to the company's fast-increasing business. As is perhaps known, the Victor company's various catalogues, price-lists, circulars, etc., are printed in many languages, and when the new printing plant is up it is possible several good union Chinamen "jobbers" will appear on the scene. As the property acquired has valuable riparian rights, it may be that the Victor Co. will have its own wharves for receiving supplies and shipping goods via water. And if a Victor freighter ties up at the Victor dock, so much the better.

The largest single contributor to a fund raised in Camden for the aid of families of three firemen killed while fire fighting, was the Victor Co., which promptly sent in to a relief committee three hundred dollars. Such deeds make the company "stand mighty good" with Camdenians.

As to business conditions, it is the old but wel-

come fact—all hands are very busy, the plant being operated both day and night, the Sabbath day excepted. And according to an official's statement the outlook is for very busy times for an indefinite time to come. The remarkable growth of the talking-machine business as exemplified by the Victor Co., has been a wonder and "eye-opener" to everyone. The solidarity and permanency of the talking-machine industry is now unquestioned. All the world loves music, and upon this solid rock the business is sure to increase and prosper. All of which must be pleasing to those who went in "on the ground floor." Among prominent visitors at the Victor Co.'s establishment the past month were Signor Alfred Musso and Dr. Antonio Ciaramelli, of Musso & Co., large exporters in the Mediterranean trade, with headquarters at Naples, Italy. They were duly entertained and expressed appreciation of the commercial pushitiveness of the Victor Co.

In a trade chat, T. R. Goodwin, manager of the Columbia Phonograph Co.'s Camden, N. J., branch, said: "We carry here everything the Columbia people make—have a full catalogue. It is a regular Columbia store, and we carry only the company's products. We are doing a tremendous instalment business; week before last on two successive days we put out outfits worth \$250 apiece. Yes, we advertise in the local newspapers, and have received good returns. We run a special sale ad., and it makes a hit. Our business is increasing every month. Outside of December, March was one of the best business months we have had, and April is most satisfactory. This office has jurisdiction over New Jersey south of Riverside. We employ canvassers, give demonstrations, mail our patrons latest lists of records, and in every way are pushing sales." So fast has the Camden business increased that Mr. Goodwin hired another large adjoining storeroom, which is now stocked with cylinder records. The disc records and machines occupy the main store.

Mr. E. D. Easton, president of the Columbia Co., and Mr. George Lyle, general manager, were in Camden a few weeks ago to see "how things were moving," and the past week Walter P. Eckhardt, wholesale manager, was a caller.

C. H. Rogers, representative of the Columbia Phonograph Co. at Riverside, N. J., reports having put out a large number of Columbia outfits.

C. W. Callaghan is the hustling representative of the Columbia Co. at Gloucester City, N. J., and reports trade to be satisfactory.

Justice of Peace Philip Schmitz, of Camden, N. J., recently appointed Dog Catcher, says: "When I get the dog pound full of canines I intend to take my phonograph and a record and catch all the snarls, barking and growls. Then I'll sell it to one of the talking-machine concerns and we'll both make some money."

The Musical Echo Co., 1339 Chestnut street, are using two-inch ads. in the dailies to exploit April records for the Victor, and report a growing and increasing trade. Their patrons are bon-ton.

There has been a "hi-le hi-lo" time at the pleasant parlors of the Penn Phonograph Co., Edison and Victor jobbers, 17 South Ninth street,

(Continued on page 15.)

STANDARD METAL MFG. CO.

MANUFACTURERS OF

PHONOGRAPH HORNS AND SUPPLIES



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

FACTORY: Jefferson, Chestnut and Malvern Streets, - NEWARK, N. J.
NEW YORK OFFICE AND SAMPLE ROOM: - - - 10 WARREN STREET

Majestic Self-Playing Piano

The Pneumatic Coin-operated Piano without a fault. The best Spring and Summer Proposition a Dealer can take hold of



View of Majestic Pneumatic Self-Playing Piano closed, showing its neat and artistic appearance. It sets close to the wall and all working parts are inside—away from meddlers. The special endless music roll is used and repeats itself automatically at the end of the program. This style is also playable by hand.

THE SEASON of the MAJESTIC IS NOW!

You are looking around for a big seller that will yield a nice profit and keep things moving. Here it is. Pianos in public places often take in \$5.00 to \$10.00 a day.

THE MAJESTIC SELLS ON SIGHT

to Cafes, Hotels, Restaurants, Soda Fountains, Skating Rinks, and Amusement Parks and Resorts of all kinds, because they all appreciate its value as

A WONDERFUL MONEY MAKER

Their customers pay for it. The returns are usually far more than is needed to

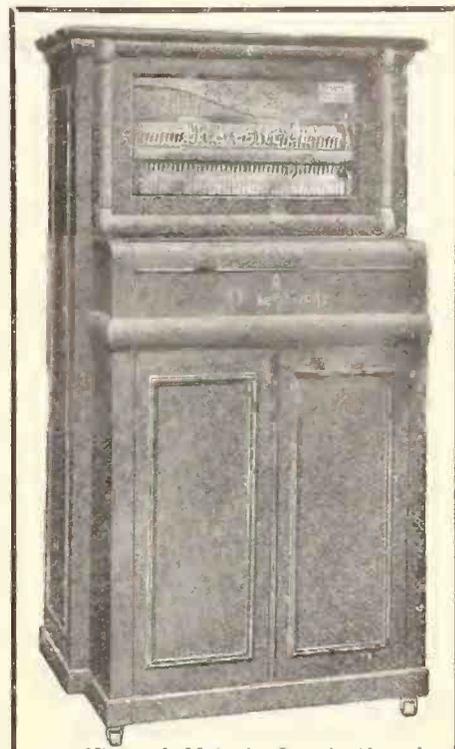
meet their payments on the instrument. This means satisfaction all around. To illustrate its value to the Cafe, etc.—if the Majestic played only 10 times in 24 hours the Cafe would still be making 36 per cent. on the investment. One of our dealers last season

SOLD EIGHT MAJESTICS IN ONE MONTH!

another seven—and so it goes. An unique feature of the Majestic is the ability to start it playing from any table in a resort by simply dropping a nickel in the slot at that point. The Majestic has a great many other exclusive features which make it by long odds the best Automatic Piano on the market. These are fully described in our catalogue, which will be furnished on application.

SPECIAL OFFER OF EXCLUSIVE AGENCY

to those who take up the matter at once. Tear off the coupon in the lower corner and mail it to us to-day for full particulars. Address Dept. D



View of Majestic Jr. closed and ready for use. This is the smaller size 44-note player without keyboard, and is a perfect model of simplicity. It also uses the endless music roll, and is not affected by climatic changes.

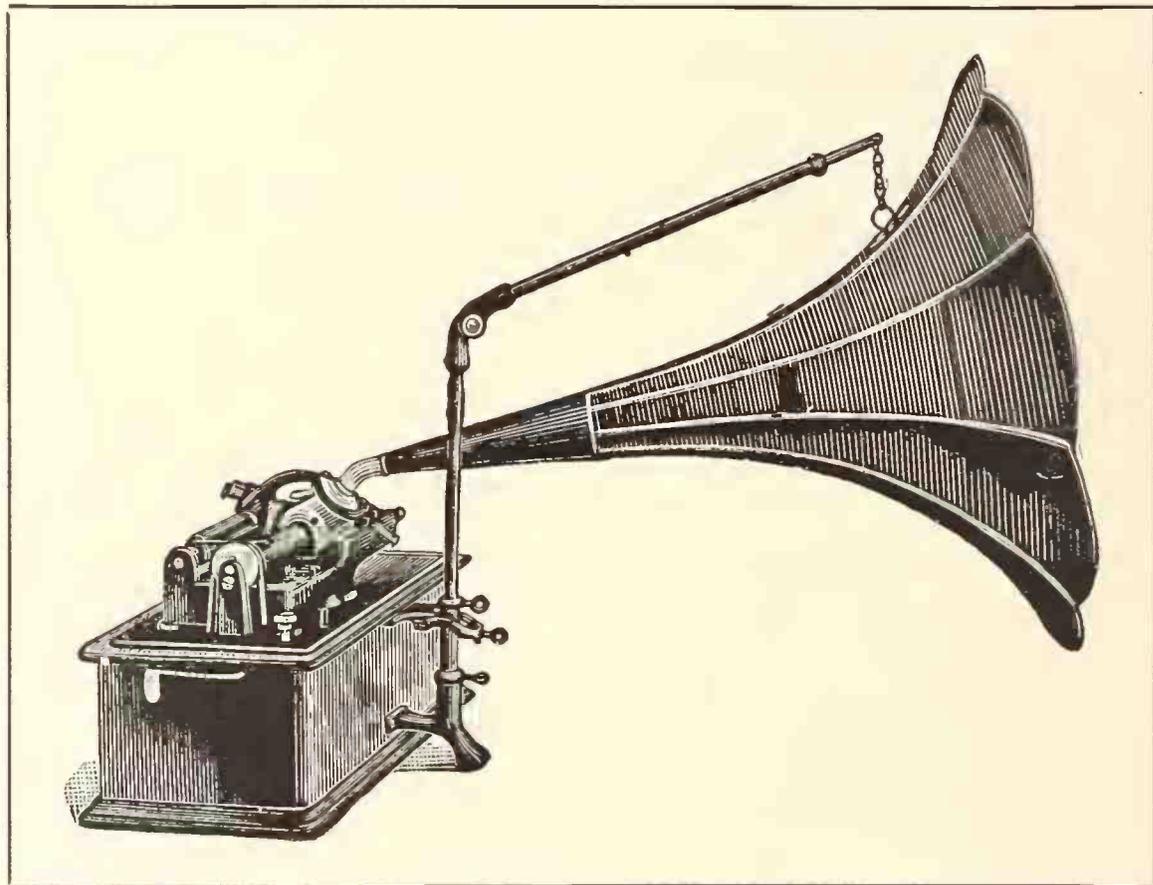
Lyon & Healy

Chicago

LYON & HEALY: (DEPT. D)
You may send catalog and full particulars of your special offer of exclusive agency for the MAJESTIC SELF-PLAYING PIANO.
Name.....
City.....
State.....

FLOWER HORNS.

We manufacture the only complete line of Flower Horns. Our horns are exclusive in design and decoration, and in their general attractiveness are considered standard on the market to-day.



We have just issued a handsomely printed pamphlet, illustrating our Flower Horns in their natural colors, and will be pleased to mail a copy free on application.



See that the trade mark is on all the Flower Horns you handle. It is a guarantee of quality.

Hawthorne & Sheble Mfg. Co.
PHILADELPHIA, PENNA.

this month. As an attraction the company engaged George P. Watson, the yodler, to yodle, and, with piano accompaniment, to demonstrate how talking-machine records are made. The large crowd which daily thronged the storerooms attested the success of the "demonstration" and the popularity of Mr. Watson's voice. Naturally business was stimulated, and the Penn Co.'s April business will doubtless be one of the best months yet recorded. Their store is a marvel of beauty and convenience; they have four large booths for retail department, and a large show room in which they display among other things in the talking-machine line the most complete assortment of cabinets in the State.

The Hutchinson Acoustic Co., 1008 Commonwealth Building, are pushing sales of their sound-conveying instrument, the Acousticon. Along commercial lines this instrument will prove a competitor to the phonograph. Place an acousticon in a theatre, and hundreds of persons miles away, via telephone, can hear all that is going on in the theatre. The past month people at Reading, Pa., 58 miles away, listened to Evangelist Torrey here, preaching in the Armory.

Brief notes of some of the local dealers are: Harry H. Henrici, at 1127 South Broad street, is giving patrons of his district every service in records demanded, with success. C. J. Heppe & Son have continued their special phonograph outfit sales mentioned last month. April records have sold fast at the handsome storeroom of the Automatic Graphophone Co., 1731 Columbia avenue. It is quite certain another talking-machine store will be opened in Kensington, the "mill district," where the working folks almost naturally turn to the talking machine for amusement and dancing. The Hoffmann Cycle Co., 3036 Kensington avenue, does an excellent business in machines and records. Out Lancaster avenue way Charles E. Robertson has a fine store, big stock and lots of "push," and so he has no "kick" coming. One Ridge avenue dealer calls his place a "Phonography," and defines it as meaning a place where everything in the phonograph line can be found.

The Phono Consonator

IMPROVES
THE
PHONOGRAPH
50%

MAKES THE
SOUND
CLEAR AND
DISTINCT

Price
3.50

Price
3.50

Sold by dealers
everywhere

Send for Circular

MADE BY

**LEWIS
MFG. CO.**
379 6th Ave.
New York

AN INJURIOUS BILL

Before the Legislature at Albany—Would Kill Instalment Business in Talking Machines—Fortunately Doomed to Defeat.

The talking-machine trade has been greatly interested in a bill recently introduced into the Assembly in Albany which provides that when the vendor desires to repossess himself of goods purchased on the instalment plan they must give the vendee thirty days' notice in writing, and then, if the goods are seized, pay back to the buyer fifty per cent. of the amount paid in. In event of this bill becoming a law, the dollar-down and dollar-a-week plan of payment would quickly go out of vogue, and a much larger deposit and payment would be exacted. At the present time it would appear that the measure is doomed to defeat, but in the meantime the trade are appealing to their local assemblymen to prevent its passage.

THE SYMPHONIC PHONE-NEEDLE.

For Disc Talking Machines—Will Last from 500 to 800 Playings—Something That Is Destined to Interest the Trade.

The Symphonic Phone-Needle Co., at 1907 Park avenue, New York, have recently perfected a disc talking machine needle whose life lasts from five hundred to eight hundred playings. In placing this needle on the market they are supplying a want long and urgently felt by the talking-machine public, and it will certainly boom the sale of disc machines and records. They have aptly named their needle "Symphonic," as it stands for all that can be desired in an article of this kind. It renders a natural and sweet reproduction, and is made in various grades to suit all tastes. It reduces the wear on the record, plays without changing, and is inexpensive.

The Symphonic needles are constructed to play five hundred times before wearing out, which is sufficient under ordinary circumstances to last the average user a full year, but, according to the manufacturers, the needle will often overrun this number by several hundred playings if the conditions are favorable. It is further claimed that uniformity of tone throughout its whole life is one of the many winning points of this needle.

The Symphonic needles are put up in four grades of tones—No. 1 soft, No. 2 medium, No. 3 loud and No. 4 concert tone. For further particulars see their announcement in this issue.

CALL FOR SCANDINAVIAN RECORDS

On the East Side—A Valuable Suggestion to Manufacturers—Italians and Chinese Big Buyers of Records.

A large East Side dealer says that the manufacturers of records are neglecting a very important branch when they ignore the constantly growing demand for Scandinavian records. This nation is forming a very important colony in this city, as well as scattering about the country, and have developed a great fondness for talking machines of all makes, particularly the disc variety. Many of them have requested records made in their native language, and several times he has been on the point of having one of the record companies make up some to his order. He suggests that some of the companies make up a limited number, comprising the national and popular folk songs of Scandinavia, and they will be surprised at the rapidity with which they will sell. In speaking of the class of records most sold in his district, he said: "You would be surprised to know how many Red Seal records have a home in Mulberry and adjacent streets. The Italians in that quarter are just crazy about them, and will deprive themselves of all kinds of pleasures to possess those that are national in character. The Chinese are also good patrons of that class of records, and are always ready to purchase anything written in their native language."

Don't keep
your customers
waiting

When a customer comes to your store for anything, you ought to have it on hand or be able to get it quickly and tell him just when you will have it.

Maybe you can't do this with your regular jobber, but if you give us your order you can easily figure almost down to the very day when you will get your goods.

We keep our supply of Victor machines, records, trumpet horns, fibre cases, English needles and all other accessories right up to the minute and send you the goods without delay. All orders are shipped the same day they are received.

We don't keep you waiting and you don't need to keep your customers waiting. You won't need to put them off from day to day with the excuse that you expect the goods almost any hour. Customers won't stand that sort of thing very long—they want what they order and they ought to get it quickly.

It's our part of the job to see that you get your goods quickly and if you send us your next rush order, you'll find out that we know our business.

Just because there is nothing you want at the present time, don't put off sending for our latest catalogue. Send for a copy to-day so that you'll have it when you need it.

The Victor Distributing
and Export Company

77 Chambers Street New York



The House of York

Is not only noted for the manufacture of

The Best Band Instruments

on earth, but for the publication of some of the

Best Band and Orchestra Music

in the market. The pieces named below are published for both Band and Orchestra; we shall be pleased to send you our complete catalogue, price-list and sample parts on request.

Remembrance March, Walter Lewis; Mazie Waltzes, Ellis Brooks; The Morton March, Ellis Brooks; The Minstrel King March, Jos. Norton; Little Nugget Overture, Geo. D. Barnard; The Emblem, Solo for Trombone, Baritone or Cornet, Ellis Brooks; Golden Leaf, Solo for Trombone, Baritone or Cornet, Geo. D. Barnard. And many others besides. Remember the address.

J. W. YORK & SONS
GRAND RAPIDS, MICH.



100,000 RECORDS ALWAYS IN STOCK

JOBBER'S

EDISON

PHONOGRAPHS
RECORDS, ETC.

GENERAL SUPPLIES
FOR
CYLINDER MACHINES

Douglas Phonograph Company

MANUFACTURERS "PERFECTION" SUPPLIES, ETC.
RETAIL—WHOLESALE—EXPORT

Salesroom, 89 Chambers Street

Cable Address, Doughphons, N. Y.

New York

Largest Exclusive Talking Machine Jobbers in the World.

DISTRIBUTORS

VICTOR

TALKING MACHINES
RECORDS, ETC.

GENERAL SUPPLIES
FOR
DISC MACHINES

EUREKA

AN APPROPRIATE NAME for the BEST DISC NEEDLE EVER OFFERED



Nearest approach to a Permanent Needle. Will play from 50 to 100 Records. The objection to changing needles for each record at last overcome. Can be used with any sound box.

Furnished to the Trade in Packages of 50. Retail, 25c. per dozen.

No Dealer can afford to be without a supply of our Needles.
Nine Different Kinds—all high grade.

Edison Talent Photographs

We have a complete stock of these handsome, genuine Carbonette Photographs. Every Dealer should have a complete set for Display and Advertising purposes.

Your Customers are anxious to obtain a good likeness of their favorite performer. We can furnish these, handsomely framed in genuine weathered oak, with glass and backed, ready for hanging.

Retail Price, Unframed, 35c.; Framed, 50c.

TALKING MACHINE JOBBERS TO FORM EASTERN ASSOCIATION.

C. V. Henkel, of the Douglas Phonograph Co., Has Consulted With a Number of Prominent Jobbers in the East, Who Approve of Such an Organization.

Following the meeting of the jobbers of the Central States, including Pennsylvania, at Pittsburg, March 14, Perry B. Whitsit, secretary of the Central States Talking Machine Jobbers' Association, addressed the following letter to the leading jobbing houses east, and which sets forth cogent reasons for the latter to organize on a similar basis and affiliate for the general welfare of all concerned:

"Columbus, O., March 31, 1906.

"Gentlemen: Under the direction of the Central States Talking Machine Jobbers' Association, conveyed to me at its meeting at Pittsburg, Pa., on the 14th inst., I beg to bring to your attention the present status of the organization and its immediate plans for the general betterment of trade conditions, and to invite your active interest in its promotion.

"In order that you may be fully conversant with the progress of the association, permit me to briefly detail its inception and its achievements to date. On October 16 last invitations were issued by two Ohio jobbers to twenty jobbers in cities within an accessible radius of Columbus to assemble in this city on the 20th for a general discussion of the talking-machine business. Fourteen of the twenty were present, and a temporary organization was formed, with George Ilsen, of Ilsen & Co., Cincinnati, as president, and Perry B. Whitsit, of the Perry B. Whitsit Co., Columbus, secretary. The enthusiasm manifested at this preliminary meeting was so manifest that it was decided to form a permanent organization at a meeting to be held at Cincinnati, January 22, 1906. The attendance at the Cincinnati meeting was sufficient to insure the success of the movement, and the organization was christened the Central States Talking Machine Jobbers' Association.

"A constitution and by-laws was adopted, and the following permanent officers were chosen: President, George Ilsen; vice-president, E. P. Ashton, Detroit, Mich.; secretary, Perry B. Whitsit. The secretary was instructed to communicate with every jobber in the United States, requesting their co-operation in prevailing upon the National Phonograph Co. to install some plan by which the expense of express shipments of monthly records might be obviated. Of the 158 jobbers who were addressed on this subject 110 heartily pledged their support, 6 objected, and 9 asked for more mature deliberation.

"The replies of these gentlemen were read before the meeting held at Pittsburg, C. H. Wilson, of the National Phonograph Co., and E. A. Hawthorne, of the Hawthorne & Sheble Mfg. Co., of Philadelphia, being present by invitation. Mr. Wilson assured the association that the National Phonograph Co. would do its utmost to bring about the desired change, but expressed the belief that its complete installation could not be accomplished satisfactorily within less than six months, for the reason that the manufacture of 750,000 new monthly records would have to be advanced at least fifteen days in order to enable the company to place them in the hands of dealers on distribution day. Mr. Wilson also addressed the association at length upon the past and present conditions of the Edison phonograph, and outlined as far as possible that company's future policy. He strongly commended the purpose of the association, and urged that its membership be so extended as to make its operation an influence of national scope. His suggestion was heartily approved, and the secretary was instructed to invite all jobbers not now identified with the work of the association to become members. This invitation is now officially and respectfully tendered to you, and the secretary trusts that he shall be honored with your favorable response.

"The potency and utility of the association, as you will readily understand, depend largely, if not wholly, upon the range of its membership and the fidelity with which its constitution, by-laws and rules and orders are obeyed. It cannot

but be distiuctively beneficial universally among the jobbers of the country, for the reason that its fundamental mission is the betterment of conditions surrounding credit, transportation charges and all other matters of material interest to the trade. The secretary will forward you a copy of the constitution and by-laws of the association upon request, and meanwhile hopes for your cordial interest and co-operation.

"Very truly yours,

"CENTRAL STATES TALKING MACHINE ASS'N.

"By P. B. Whitsit, Sec'y and Treas."

* * * *

On the receipt of the above communication, C. V. Henkel, president and general manager of the Douglas Phonograph Co., New York, was so impressed with its importance that he consulted with a number of other leading jobbers. They urged upon him the advisability of taking hold of the matter, authorizing him to request the Eastern jobbers to co-operate with the association of the Central States, and also make clear to them the potency of an organization among themselves on the same lines. This is Mr. Henkel's letter, sent on the 3d inst. to about sixty jobbers in New England, New York and New Jersey:

"Gentlemen: You have no doubt received a letter from Mr. Perry B. Whitsit, secretary of the Central States Talking Machine Jobbers' Association. It occurs to me that a similar organization, composed of Eastern jobbers, would be of general benefit to the trade, and I take this opportunity of suggesting an expression of your opinion. If sufficient encouragement is received to warrant such a move, it strikes me that immediate steps should be taken to bring about this result—at least, before next July.

"My idea is that if the proposed organization is in existence at that time a joint meeting could be convened subsequent to the last day of the Edison entertainment. This will be an excellent opportunity for a general meeting, as jobbers from all over the country will undoubtedly accept the invitation of the National Phonograph Co., and be in New York on that occasion. Kindly let me hear from you at an early date."

Replies warmly indorsing the project, and pledging their support and co-operation were received from the following representative houses: Blackman Talking Machine Co. (J. Newcomb Blackman), New York City; Flint & Burkett Co., Springfield; Thos. Wardell, Lowell; and Eastern

Talking Machine Co., Boston, Mass.; Pardee-El-lenberger Co., New Haven, Conn.; Elmira Arms Co., Elmira; American Phonograph Co., Gloversville, and Forsyth & Davis, Kingston, N. Y.

Subsequently Mr. Henkel said to The World: "As I have remarked, the jobbers I talked the matter over with asked me to take the initiative, and I am pleased with the returns so far (on the 6th only). I believe in a national association ultimately, but first let us form our associations for the different sections, and the other will follow. Many questions are constantly coming up that are only understood and are of interest first locally and then sectionally, and can be disposed of or settled by those in touch with prevailing or common conditions. A good, strong association should be organized, and, so far as I can ascertain, we will be only too pleased to act in harmony with similarly associated jobbers elsewhere."

EVERY DEPARTMENT INCREASED.

The National Phonograph Co. Are Doubling Their Manufacturing Capacity to Meet the Marvelous Growth of Their Business.

Plans for an extensive increase in every department of the Edison factory facilities have been approved, and are now in the hands of the builders. When completed the plant will have double its present capacity and will be of tremendous size. The addition made to the machine shop, now fully occupied, is 40x180 feet, three stories, built of reinforced cement. In the new power house, 50x80 feet, 25 feet high, a 750 horse-power Allis-Chalmers vertical engine, direct connected with 250-kilowatt generators, has been installed. Adjoining machine shop No. 1 a one-story concrete structure, 70x100 ft. in size, is now nearing completion. This will be used for the polishing department.

This month the work was begun of increasing the height of building No. 2 from one story to four stories. The present building is 60x275 feet in size and built of brick. This structure will be occupied by the departments now inadequately housed elsewhere. When this building is completed another railroad siding will be laid on the west side and the lower floor will be used for packing and shipping phonographs. This will provide two sidings, about 300 feet long, between buildings 2 and 17, which buildings will be connected by a roof over the tracks so that the cars can be loaded entirely under cover. The first floor of building No. 17, now used by the ship-

"MEGA" FLOWER HORNS

FOR CYLINDER OR VICTOR TAPER ARM MACHINES

Most Attractive and Best Amplifying Horns

Junior Flower For Cylinder Machines only

24 inches long, 16½ inch Bell

Made in Five Colors:

CRIMSON,
BLUE,

OLD ROSE,
VIOLET,

MAGENTA.

Senior Flower For Cylinder Machines

32 inches long, 23 inch Bell

Made in Five Colors.

Victor Senior Flower For Victor Taper Arm Machines

Colors same as Juniors and in addition Black with Gold Stripe.

We are Exclusive Selling Agents in Mass., R. I., Conn., Me. and N. H.

ATTRACTIVE PRICES QUOTED TO DEALERS

Send for Circulars, Color Sheets and Prices

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

ping department, will be used for record shipments only. These arrangements will permit the loading of cars with phonographs on one track and other cars with records on the west track.

A little later an entirely new record moulding building will be erected. This will be 200 feet long by 75 feet deep. All of these improvements have been definitely decided upon and will be completed within a year. With the construction of the buildings now going up or decided upon every department throughout the factory will have double its present facilities, and they will make it possible to manufacture twice as many phonographs and records as at present. Early last month ground was broken for a new office building, an improvement that has been sorely needed for a long time, but which has had to await the completion of buildings and additions needed to meet the demand for goods. This building will also be of reinforced concrete, four stories high, with an ample and light basement for files. It will be 137 feet long on Lakeside avenue and 50 feet deep. This building will provide ample room for the office force for years to come.

REUNION OF EDISON JOBBERS.

Will be the Guests of the National Phonograph Co. for the Week Commencing July 16—Splendid Programme Arranged.

After being under consideration for two years, the National Phonograph Co., Orange, N. J., have invited all Edison jobbers to come to New York during the week of July 16 as their guests, say "howdy," and enjoy themselves at the company's expense. The official programme—a dainty brochure, printed on creamy, deckle-edge paper and bound with silk cord—has been sent the jobbers, and when the acceptances are received, formal invitations will be issued in a specially handsome form. The programme is appended:

Complimentary entertainment to Edison jobbers by the National Phonograph Co., July 17, 18, 19, 20, 1906.

TUESDAY, JULY 17.

Registry of Guests.—Headquarters, in charge of our own officials, will be opened at the Waldorf-Astoria Hotel, Fifth avenue and 34th street, New York City, at 2 p. m. Out-of-town visitors are urged to reach New York on this day and first report to our headquarters. Detailed information concerning arrangements will be furnished later. This hotel will be the home of visiting jobbers from the time of their arrival until Saturday morning, July 21. Local jobbers are also requested to register at headquarters either Tuesday p. m., or Wednesday, July 18, before 9 a. m.

WEDNESDAY, JULY 18.

Visit to Edison Laboratory and Factories at Orange, N. J.—Automobiles will leave the hotel at 9.30 a. m. for the Erie Railroad ferry, foot of West 23d street, connecting with special train for the Edison Laboratory and factories at Orange, where a tour of inspection will be made under escort. Luncheon will be served on the grounds. The return to the city will be by special train, leaving at 4 p. m., arriving at hotel in time for dinner. The evening entertainment will include the Hippodrome (if open) or some other theatre or roof garden.

THURSDAY, JULY 19.

Seeing New York by Water and Visit to West Point.—Automobiles will leave the hotel 9.30 sharp for the foot of East 31st street. The Iron Steamboat "Cepheus" has been chartered, and will leave the pier at 10 a. m., sailing around Blackwell's Island, thence down the bay and up the Hudson to West Point, where a landing will be made (through the courtesy of Col. Mills), and our party will have an opportunity of inspecting the U. S. Military Academy. The daily dress parade will take place at about 6.30 p. m., and immediately after we will re-embark for the return to the city, which will be reached at about 10 p. m. Luncheon, dinner and other refreshments will be served on the boat, and suitable music will be provided by the Edison Concert Band.

FRIDAY, JULY 20.

Seeing New York by Land, and Banquet.—Arrangements have been made for an automobile sight-seeing trip, including Fifth avenue, Central Park, Grant's Tomb, and Riverside Drive, leaving the hotel at 2 p. m., returning about 4 o'clock. The entertainment will conclude with a dinner, to be served in the Astor Gallery at the Waldorf-Astoria at 7 p. m., at which Thomas Alva Edison will be present. During the banquet an interesting musical programme will be rendered by the Edison Symphony Orchestra, and a short entertainment will be furnished by Edison artists.

"STAG."

F. K. Dolbeer, chairman of entertainment, has been authorized to spare no expense in making the visit of the Edison jobbers a memorable occasion, and as he is an adept in the gentle art of generous hospitality, its success is assured as a foregone conclusion.

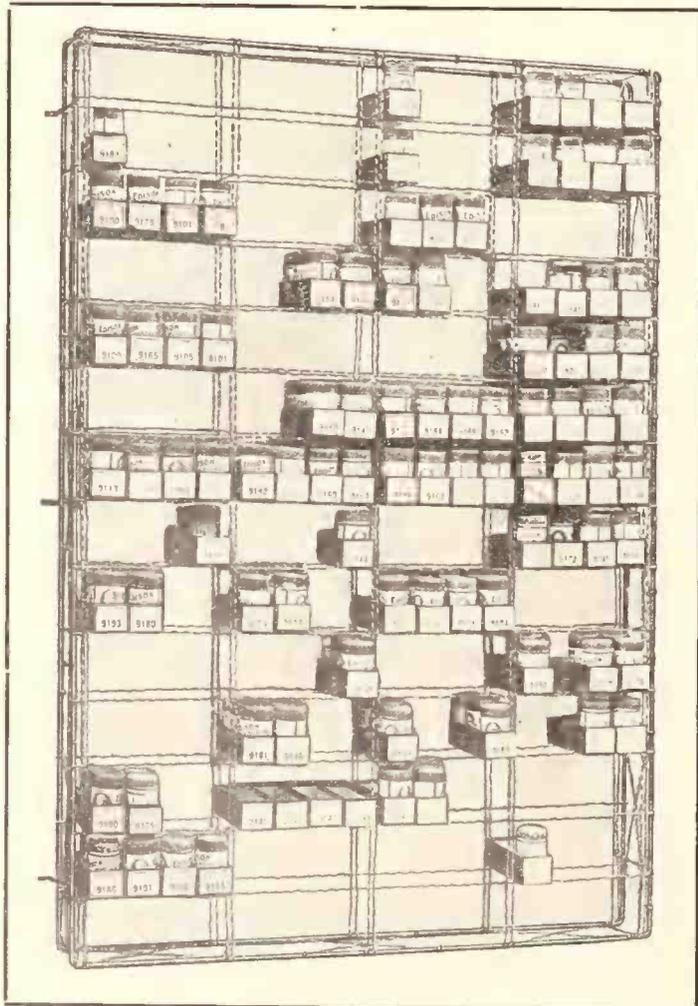
TRANSCRIBING ON A TRAIN.

Traveling Officials Now Use Commercial Talking Machines for This Purpose.

Since the man who is at the head of the Columbia Phonograph Co.'s commercial graphophone department, J. W. Binder, proved that it was possible to dictate and transcribe from a graphophone on a rapidly moving train, a number of traveling railroad officials have taken advantage of the use of the machine in this direction, says the Columbia Record. The traveling auditor of one of the largest roads running out of Cleveland has one of the machines with him constantly. His schedule is mapped out a week ahead, and his mail reached him every morning at the place appointed on the schedule. He dictates his replies and sends the cylinders to Cleveland by express. They are transcribed, shaved, and a fresh lot await him next morning at the scheduled place. For this man there is no "stacked-up" desk when he returns from his trip.

The Syracuse "Multo-Record" Rack

Is the Latest Result of Racking Our Brains for New Rack Ideas.



THIS latest addition to the Wire Record Rack family is sure to meet with the favor of those dealers who carry a number of each popular record. The illustration shows the regular stock size of this new style rack, 7 feet high, 4 feet 6 inches wide.

This Rack has a capacity of 240 Trays, each tray containing three Records. The Racks can be set against the wall, fastened back to back or set here and there in the store or department. No shelving is necessary; the Rapke label system can be used in connection with it; its extreme lightness renders it portable at all times; in short, it is a Practical Combination of "The Heise System" of Racks with the Rapke Label and the Tray System.

Size illustrated is ready to ship. The Racks can be made to order, however, to accommodate any number of records to a tray and any number of trays to a rack. Price on needed sizes sent promptly. Send for estimates and ask for a catalogue of all Syracuse Wire Record Racks. "The Heise system" means economy in space, saving of time and the eliminating of damage.

Syracuse Wire Works,
"Record Rack Dept." SYRACUSE, N. Y.

Our Regular Line of Disc Records COMPARED WITH \$5.00 DISC RECORDS Loses Nothing by Comparison

E. DAVIS, Pres't & Treas. H. C. SCHWAB, Vice Pres't H. M. SAMSON, Secretary



ROTHSCHILD & COMPANY
WHOLESALE & RETAIL MERCHANDISE
7 ENTRANCES - Union Loop Bridge
STATE & VAN BUREN STS.
Chicago, March, 29, 1900.

Columbia Phonograph Co.,
90 & 92 West Broadway,
New York.

Gentlemen:

I am handing you to-day an order for May records. I wish to congratulate your Company on the excellent selections and high quality of the May list. In all my Graphophone experience for the past seven years I am free to say that in my opinion, the May records are the finest that have ever been put out by any company, and I predict a very large sale on the majority of them.

Yesterday, while listening to the new records, I played "Home, Sweet Home," a \$5.00 Melba record; then I played your "Home, Sweet Home" by Miss Vincent before a critical audience of possibly 50 people. They were unable to tell which was the \$5.00 and which the Columbia record. All agreed that one was as good as the other. Hoping to see more of her records on the June list, with kindest regards, I am

Yours very truly,
Re S. Bispham
Manager, Talking Machine Dep't



Columbia Disc Graphophone

Champion (B.H.)

\$30

The above letter from one of the largest retail talking machine dealers in the United States, echoes the opinion of thousands of delighted customers.

We assure the trade that the June list will be favored with even greater praises.

Miss Vincent appears again with the famous Irish Air, "Killarney," (12-in. disc).

Lew Dockstader, the Greatest American Minstrel, sings his latest success, "Uncle Quit Work, Too."

Mr. David Bispham will be heard for the first time, beginning in June, with a series of disc records. Songs from this famous Grand Opera Barytone will be in very great demand.

Remember, Mr. Dealer, that the truly successful dealer of to-day is getting into the "Columbia Band Wagon." The whole procession is moving Columbia-ward. Will you join it?

COLUMBIA PHONOGRAPH CO., Gen'l

Wholesale Headquarters, 90-92 West Broadway, New York City.

Largest Talking Machine Manufacturers in the World.

Grand Prix, Paris, 1900.

Active Dealers Wanted Everywhere.

Double Grand Prize, St. Louis, 1904.

TALKING MACHINE SALESMEN FORM ASSOCIATION.

Elect H. R. Skelton, President—Business in Excellent Shape—Columbia Co. Establish New Department—Eastern Talking Machine Co.'s Cheering Report—Winchell Co.'s Publicity Plans—Boston Cycle Co.'s Great Business—International Phonograph Co. Open Up—Other Items.

(Special to The Talking Machine World.)

Boston, Mass., April 7, 1906.

This has been a busy month among the talking-machine dealers in Boston and vicinity. In fact, many of the dealers, both wholesale and retail, report that it has shown the largest volume of business in their history. All report that it is absolutely impossible to get machines and records enough to fill their orders. As one man said to-day: "If we fill fifty per cent. of our orders, we consider ourselves lucky."

The inability of the big retail stores in Boston to supply their customers has made business with the smaller dealers in the suburbs particularly good. When a customer finds that he cannot



PRESIDENT HARRY R. SKELTON.

get the records he wants from the big retailer, he goes to the small retailer and makes him do the hustling to get the records. The disc business is increasing by leaps and bounds, while the cylinder record business is phenomenal.

The chief item of interest in the city at present is the formation of the New England Talking Machine Salesmen's Association. This healthy young organization was brought into the world on March 30, at the store of the Eastern Talking Machine Co. Mother and child are doing well. The following gentlemen were elected to fill the various offices: President, H. R. Skelton, retail manager of the Langley & Winchell Co.; vice-president, W. F. Hawes, department manager, Houghton & Dutton; secretary, S. J. Freeman, Eastern Talking Machine Co.; treasurer, F. E. Lane, Columbia Phonograph Co. The following

committees were appointed: Entertainment—W. J. Fitzgerald, Henry Winkelman, W. L. Veale, H. L. Rayer, Kenneth Campbell.

A constitution and by-laws were adopted, and the members are well pleased with the excellent prospects. The principles of the organization are such as will promote the best of feeling between employe and employer, the jobber, manufacturer and retailer. It is hoped at an early date to have a banquet and jollification to celebrate the birth of the organization. It is expected that the association will accomplish much toward bettering the condition of the talking-machine business in the East. It is hoped, before long, to have a club room whose doors shall be open at all times to men directly interested in the talking-machine business. There is to be no discrimination between the various makes of machines. All look alike to the association.

Harry R. Skelton, the first president of the New England Talking Machine Salesmen's Association, is a young man who has won success by his own efforts. He started in the business five years ago with the Columbia Phonograph Co. as salesman, and remained with them four years. When Mr. Ormsby organized the Boston Talking Machine Exchange, Mr. Skelton went with him and remained when the Winchell Co. bought out its business. He is now secretary of the Winchell Co., a corporation, and retail manager of the big store. Mr. Skelton is a hustler, and very popular among the boys.

A new department has been established at the Columbia Phonograph Co.'s store. It is in charge of Mr. Dinsmore, who comes from the Baltimore office of the company to look after it. He takes charge of all the outside business of the concern, particularly the instalment part, which he is systematizing and building up to great advantage. A new room has been constructed at the rear of the store for the high-class trade, and business is booming, particularly on the six-inch mandril machine. Retail Manager H. B. Blakeborough is responsible this week for a novelty in window decoration. He has arranged records, horns and boxes in such a way as to very faithfully counterfeit an automobile, and thousands of persons daily stop to look at it. Their smiles of interest and amusement at the clever conceit are an unconscious reward of merit to its originator.

As to the Eastern Talking Machine Co., the demand for machines and records is reported as twenty per cent. greater than the supply. It has reached the point where Wholesale Manager Chamberlain is paying heavy express charges on shipments in order to get them for the customers. Salesman Gateley said to the writer to-day: "I have learned more in regard to scientific apologizing in the last three months than I ever knew before. Customers come in with the money sticking out of their fists, anxious to have us take it away from them, and we can't do it. It

gets us discouraged, but we can't help it when we haven't got the goods. The Edison Co. are behind on their orders, but the Victor Co. are meeting the demand fairly well." The Eastern Talking Machine Co. make it a practice to have an Edison display in one window and a Victor display in the other at all times. They are among our most enterprising jobbers.

At the Winchell Co. the new record rooms are proving of great benefit, especially the room which has been set aside for the use of men who wish to smoke while hearing the record. This firm is the only one in the city which makes use of the opportunity to sell sheet music, and it does a large volume of business in this branch. Retail Manager Skelton has recently taken it in charge. Two young ladies, one of whom plays the piano and the other the violin, go over the music for the benefit of customers. A feature of this week's business is the fine exhibit of Columbia machines and records which has been made in the window. A figure of Columbia, dressed in white, occupied a prominent position,



WINCHELL CO.'S HANDSOME SHOW WINDOW.

and the display of machines and records is very fine indeed. It is the work of Mr. Skelton.

"Our March and February business was larger than ever before in the history of the firm," said Manager Andrews of the Boston Cycle Co., one of the largest jobbers of Edison goods in the city. "We ordered more goods than we had ever ordered, but our supply was exhausted before we had filled two-thirds of our own orders." The Boston Cycle Co. have recently enlarged their already large plant, thereby developing their manufacturing business greatly. Their patented box for carrying records is a great hit. Mr. Andrews is now developing a horn stand that he says will be the best thing on the market, and the cheapest. The new tray system is catching on with the dealers in remarkable shape, and orders for the complete outfit are in every mail. They are excellent for displaying Edison records.

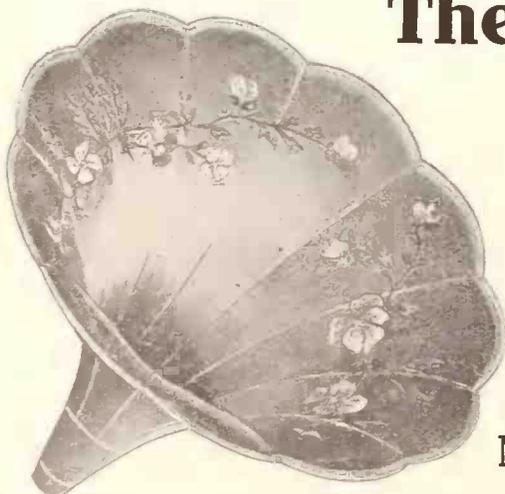
The International Phonograph Co., corner Cornhill and Washington streets, have recently opened a branch store in Bowdoin Square, called the Bowdoin Square Phonograph Co. B. M.

The Most Complete Line of Flower Horns on the Market.

THESE horns are made by competent workmen from the best material obtainable, carefully finished by special machinery for the purpose.

Write for Catalogue and Price List.

New Jersey Sheet Metal Co.,
Manufacturers,
NEWARK, N. J.



Sharfman is in charge there, while M. Wolf remains at the main store. They carry the Edison, Victor and Zonophone, and Mr. Wolf declares that he has the smartest record salesman in the country in little Miss Marion Silva.

"Don't talk to us about supply and demand," is the word from Iver Johnson Co., where Mr. Boyd is getting gray in trying to fill orders. "If we fill half of the orders we receive we call it well done."

E. A. Hawthorne and William McArdle, of the American Record Co., were visitors to the trade this week.

At the wholesale office of M. Steinert & Sons Co., Victor jobbers, Manager Cornell reports an exceedingly good business. The list of branch stores is increasing each month, and there are still more to follow. The list is intended to total \$6 before it is finished.

A decided increase in the demand for high-grade instruments is noticed in all the stores, and the month of April is looked upon as sure to be a record breaker.

BENTEL GETS BEST OF FIRE.

Cleaned Out of Old Quarters—Damage of \$25,000 With Ample Insurance—In New Store at 435 Wood Street.

(Special to The Talking Machine World.)

Pittsburg, Pa., April 9, 1906.

The Theo. F. Bentel Co., the well-known dealers in talking machines and supplies, who were in process of moving to their new quarters at 435-437 Wood street, suffered a loss of \$25,000 by fire on Saturday of last week, with ample insurance to cover loss. The fire started on the second floor and was caused by crossed electric wires. About 35,000 records, comprising Edison, Victor and American goods, were destroyed. They had just received \$5,000 worth of grand opera records, which were also lost. Fortunately before the fire occurred a great deal of stock had been removed from the old to the new quarters. There will be no delay in business, as stock was at once ordered by wire, and is reaching them this week. So they will be in full swing without any great delay and able to cater to all orders as of old for machines, records and supplies.

TALKING MACHINE JOBBERS MEET

In Pittsburg and Transact Much Important Business.

(Special to The Talking Machine World.)

Pittsburg, Pa., March 30, 1906.

The Central States Talking Machine Jobbers' Association held a meeting at the Fort Pitt Hotel during the closing days of last week, and transacted much important business relating to their interests. The last meeting of the Association was held at Cincinnati. The officers of the Association are: George Ilsen, Cincinnati, president; E. T. Ashton, Detroit, vice-president, and P. B. Whitsit, Columbus, secretary and treasurer. Following the meeting there was a banquet which was attended by about twenty jobbers. According to the officers there is a growing interest in the Association and the membership is steadily increasing. They expect to accomplish much not only for their own interests but for the betterment of the industry, which is rapidly becoming an important one.

C. H. Wilson, of the National Phonograph Co., and Mr. Hawthorne, of the Hawthorne & Sheble Co., were present, and the former entertained the assemblage with a long talk on the past and present conditions of the talking machine business, and outlined as far as possible the possibilities for the future.

The association decided to invite every talking machine jobber throughout the United States to join, as they figure that the object of the association could be better achieved by a larger membership. The meeting throughout was a very enthusiastic one, and those present felt they had a great deal to be proud of in having secured the twenty jobbers they first started out to get for members.

At the close of the meeting Mr. Wilson enter-

tained all present, ladies as well as gentlemen, at a splendid banquet, which was a most delightful affair in every respect.

The next meeting of the association will be held in Cleveland, O., on May 22, when a large attendance of jobbers from all parts of the United States are expected to attend.

VIM COMPANY FOUND GUILTY

Of Violations of Injunctions Against Price Cutting Brought Against Them by the Victor Company—Punishment to be Fixed.

(Special to The Talking Machine World.)

World Office, 195 Wabash Ave.,

Chicago, April 10, 1906.

Master in Chancery Sherman of the United States Circuit Court has filed his report in the contempt proceedings instituted by the Victor Talking Machine Co. against the Vim Co. and L. A. Olmstead, of Chicago. The master finds the Vim Co. guilty of all three violations of the injunction against price cutting, as charged by the complainant.

The hearing was begun last October, and the matter has been bitterly contested by the defendants, who had tried, it is claimed by the complainants, to cover up violations of the injunction. This was done, it is alleged, by the Vim Co. selling an old record for eight cents and then immediately receiving it in exchange and allowing 35 cents on it.

The Victor Co. has given proof that it intends to continue its policy of protecting its dealers and patrons against price cutting regardless of cost. The policy of maintaining prices has worked out to the advantage of the public as well as the dealers, as it has permitted a constant improvement in records and appliances and has given the whole public the benefit of a forty per cent. reduction in the price of records.

The punishment of the Vim Co. will be fixed by one of the United States Circuit Court judges. The Victor Talking Machine Co. was represented by its general counsel, Horace Pettit, of Philadelphia, and by Attorney C. N. Goodwin, of Chicago.

PRIZES FOR EASTER WINDOWS.

Victor Talking Machine Co. Offer Prizes Running from \$10 to \$50—Competition Closing April 20th.

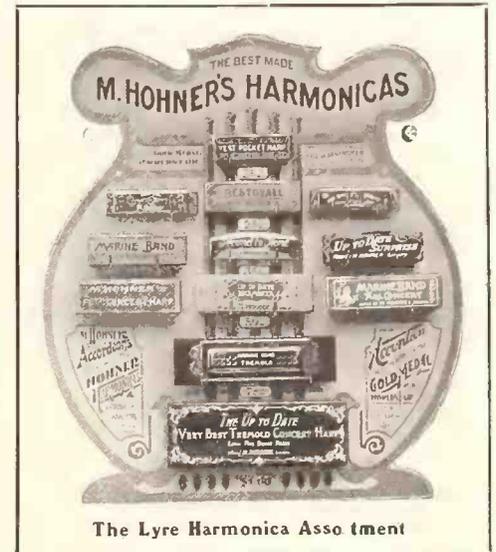
The Victor Talking Machine Co. are offering prizes for the best dressed Easter windows—\$50 for the first award and \$10 each for five of the next best. The competition closes Friday, April 20. The following prizes were awarded in the second competition of Victor windows: Fifty dollar prize window, dressed by Ellis Hansen, with Sherman, Clay & Co., San Francisco, Cal.; "Evening Star" window, dressed by F. J. Collingwood, with C. J. Jackson & Co., Findley, O.; "There's Music in the Air," dressed by Geo. J. Mauch, with Saunders Music Co., Ottawa, Kan.; Valentine window, dressed by George C. Silzer, with Harger & Blish, Dubuque, Ia.; "Kubelik" window, dressed by Brown, Page & Hillman, Peoria, Ill.; "The Victor Family," dressed by Antone Heindl, with Powers & Henry, Pittsburg, Pa.

UNIQUE TALKING MACHINE CO.

On account of increased business, the Unique Talking Machine Co. have closed a lease for the next three years on the three-story brick store building, No. 1016 Prairie avenue, Houston, Tex., and are now doing business there. They have installed the Hawthorne & Sheble unit record system. It is claimed this concern hold the record as "the pioneer talking-machine house in Texas." They became interested in them as far back as 1890, when they used the old-style machines in connection with court reporting work, and from that graduated into the first Houston (if not Texas) dealers. Their present store is 30 feet front by 100 deep, and is devoted exclusively to talking machines. They handle the Victor, Edison and Columbia machines, and the American and Zonophone records,

"It's the Easiest Thing in the World" to Sell

Hohner Harmonicas and Accordeons



A Good Side-Line for Talking Machine Dealers

Small Stock
Little Capital Required
Big Demand
Big Profits



Mr. Talking Machine Dealer:

You have the facilities, why not handle Harmonicas and Accordeons and make an extra profit? There's a demand for these goods everywhere and it will require but a small investment to get a share of the business. The Hohner Harmonicas have been on the market for half a century during which time they have satisfied the desires of the most critical. The name "Hohner" is now a household word amongst the harmonica and accordeon playing public, and the mere announcement of the fact that you have these goods for sale will be sufficient to bring you numerous inquiries for them.

ANY JOBBER CAN SUPPLY YOU

A Postal Will Bring You the Latest Catalogue

M. HOHNER
475 Broadway, New York

ZON-O-PHONE

Records are better

Don't believe us, we might be prejudiced.

How we will prove it to you:

36 of 'em in your own store and no expense to you (we prepay the express).

We will gladly ship by prepaid express to any dealer, east of the Rockies, 36 Zon-o-phone records to try. Twenty-five of them are the April Supplement and the remaining 11 are selected from former lists. In selecting the 11, we confined ourselves to records made by other Companies in either 10 or 12 inch size so as to aid you in making comparison.

In testing and making comparison, we offer the following suggestions:

First play our entire April Supplement and note the large variety of selections as well as the number of late attractive "hits." Also note the naturalness of tone (not high and pinched or tubby, but soft, mellow and pleasing).

Second, put on several Zon-o-phone Records and listen for the scratch; then put on any record of any other make, note and compare them.

Third, select the same selection in any other make, compare the records carefully, and if there seems to be a question as to which is the better, listen to just one strain of one record, then to the same strain on the other, trying to select each individual instrument, noting the pleasing tone quality of the whole, also the scratch.

Fourth, select a Zon-o-phone Record and a new Record of any other make and play them an equal number of times until one of them wears out, being sure to change the needle each time.

If, after making these tests, you are not satisfied that Zon-o-phone Records are better than any other records on the market, pack them up carefully and return them to us at our expense.

Please bear in mind that we are not sending you the "cream" of our lists, but first selected the April list which is 25 records as they come; we then selected 11 records, confining ourselves to records listed by other Companies.

Zon-o-phone Records have the following advantages:

- 1st. The record thread is finer, enabling us to get more on a record.
- 2nd. The surface of the record is smoother than any other disk record (less scratch).
- 3rd. Our material is harder and tougher, making it wear longer.
- 4th. Our tone quality is mellow and natural, not high pitched and metallic.
- 5th. We list more new "hits" each month than any other Company.
- 6th. **Zon-o-phone 10-inch Records, only 50 cents.**

OUR LABORATORY is located in the theatrical district of New York, enabling us to get talent impossible to obtain outside of New York City. This also enables us to secure the latest "hits," as practically all popular music originates in New York (the home of the theatrical profession in the United States).

Our system for selecting a monthly supplement list is as follows: We make between 40 and 50 records a week or upwards of 160 a month. We begin by listening to the entire lot and throwing out the worst. We continue repeating this process until we have only 25 left. The balance we destroy. This is very expensive, but we believe it pays, as a good record is an everlasting advertisement.

We should be pleased to have you become one of our Dealers and place your standing order with us for new records each month.

UNIVERSAL TALKING MACHINE MFG. CO.

28 Warren Street, New York

BUSINESS CONTINUES BRISK.

Orders Reaching Manufacturers From Every Part of the World—Jobbers Complain of Shortage, But Manufacturers Are Making All Efforts to Fill Demands.

One month is like another in the talking machine world, so far as business is concerned now. Manufacturers who were estimating a sufficient quantity of machines, records, horns, cabinets, etc., would be turned out to relieve the pressure, confess their astonishment over the constantly increasing instead of decreasing demand. They have not caught up on orders, and candidly declare their inability to meet the call for goods excepting on the allotment plan, notwithstanding recent and current enlargements of plants and expansion of facilities. Jobbers are very much in the same predicament. While houses of this classification are scattered over the entire country, with the supposition of taking care of their immediate territorial trade, the most conspicuous concerns in the line, no matter what their locality, transact a national business, according to the enterprise, far-sightedness and broad-gauge policy pursued. Establishments of this description have suffered keenly from the shortage in stock, a condition the manufacturers are doing their utmost to mitigate, but so far with no great degree of success. The business is spreading out as never before, and new additions to the line of jobbers and dealers are being made almost daily, the traveling men for the various companies making new high selling records and creating fresh trade in the most unexpected quarters.

Inquiries and orders by mail have never been so many or from points so widely scattered, not only here but from abroad. The same post to one house, for example, will contain letters from dealers or users from Newfoundland to the City of Mexico, and from New York to the Philippine Islands and other countries of the Orient, not to mention Europe and the South American countries. One concern ordered one million needles, others everything imaginable in the line. The most wonderful manifestation, however, in this vast mass of correspondence, covering only a short time, is that not a note of complaint or discouragement was penned. The eagerness for goods—of the best quality, too—was the keynote, and up-to-date articles, whether in this market or forthcoming, were inquired about and discussed. For solid enthusiasm, no line of business in the world approaches that pertaining to talking machines, whether they are in the entertainment class or devoted to commercial purposes.

The Jordan, Marsh Co., of Boston, have greatly enlarged their talking machine department.

A GOAHEAD TEXAS INSTITUTION.

The Texas Phonograph Co., of Houston, Tex., was organized only 14 months ago, and in their first year of business purchased \$70,000 worth of talking machine goods. They are jobbing Edison and Zonophone machines and records, and by aggressive advertising and through continued efforts they have become one of the strongest factors in the talking machine business in the Southwest. The company was organized by H. M. Holleman, who, previous to the organization of this company had never handled talking ma-



RETAIL DEPARTMENT, TEXAS PHONOGRAPH CO.

chines. His first purchases in the business were jobbing stocks of the various lines which the company are now handling.

SOME CHANGES IN THE STAFF.

With the changes made in the staff of the Victor Distributing and Export Co., 77 Chambers St., New York, Daniel O. Mitchell goes to Camden, N. J., April 1 as manager of the Victor Talking Machine Co.'s export department. Richard S. Pribyl also switches to the parent company, and will travel the middle west and northwest, with headquarters in Chicago. He is expecting to be married June 19. Louis Silverman takes Mr. Pribyl's place with the V. D. & E. Co., and will look after the New England trade, making his first trip Thursday. A. D. Doty continues to acceptably fill his old post as traveler at large, and recently closed a deal with the Hecht chain of department stores, scattered through the south, with the head center in Baltimore, Md. This means Victor goods in all these establishments. The V. D. & E. have rearranged their

wholesale department now that the export section has been eliminated.

NEW YORK JOBBERS MEET

And Will Form an Eastern Organization at Next Meeting.

Tuesday evening last (April 10) a meeting of the leading New York jobbers was held at the office of the Blackman Talking Machine Co., 97 Chambers St. Matters of general importance were discussed, final action being postponed until the next meeting, which will be held Tuesday, April 24, at the Bettini Phonograph Co.'s warerooms, 156 West 23d Street, New York. J. Newcomb Blackman, of the Blackman Talking Machine Co., acted as chairman, and J. P. Kelcey, manager talking machine department, Matthews Bros., Brooklyn, secretary. Besides these, others present were: A. H. Jacot, of Jacot Music Box Co.; S. B. Davega; John W. Blackman, of Blackman & Son; William Freeland, manager, with I. B. Davega; Victor H. Rapke;

John Kaiser, with Douglas Phonograph Co.; Bettini Phonograph Co., and Alfred Weiss.

NEW CANDIDATE FOR FAVOR.

The new machine of the American Record Co. (Hawthorne, Sheble & Prescott, sales managers), Springfield, Mass., has made its appearance, being shown recently at their New York office, 241 West 23d street. It is of the taper or tone arm type, and with a mechanical feed attachment controlling the reproducing point or needle. The arm is detachable, and a permanently attached receptacle is provided for used needles, a clever idea, and which is also a handy arm rest. The cabinet, of piano-polished mahogany, has a hinge top. Their new sound box, with special diaphragm, contributing materially to soft, smooth tonal effects, completes what is considered a decided acquisition to the line of up-to-date machines, and which will doubtless focus the attention of the trade when the company is ready for the market.

THE MULTI-RECORD RACK.

The new style "Multo-Record" rack which is being introduced to the trade by the Syracuse Wire Works, Syracuse, N. Y., is destined to prove a great favorite. This rack appeals to dealers who are desirous of using the pasteboard trays and Rapke labels. The indications are that there will be a heavy demand for this style as soon as it is known that the Syracuse Wire Works have it in their catalogue.

MADE MANY CUBAN "MASTERS."

Last month George Werner and Fred. Burt, connected with the recording department of the National Phonograph Co., returned to New York from a three months' visit to Havana, Cuba, where they made over 300 masters of Cuban selections by native artists. Their efforts were directed by Rafael Cabanas, manager of the Mexico office of the company, who made a special trip to Cuba for the purpose. At the conclusion of their work, Messrs. Werner and Bert gave an entertainment and dinner to a party of dealers and newspaper representatives.

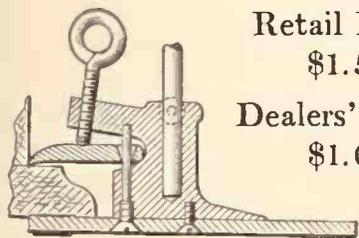
The Lowman & Hanford Stationary Co., of Seattle, Wash., report a magnificent trade in talking machine supplies.

Rapke Horn Crane No. 15

(Patent applied for)

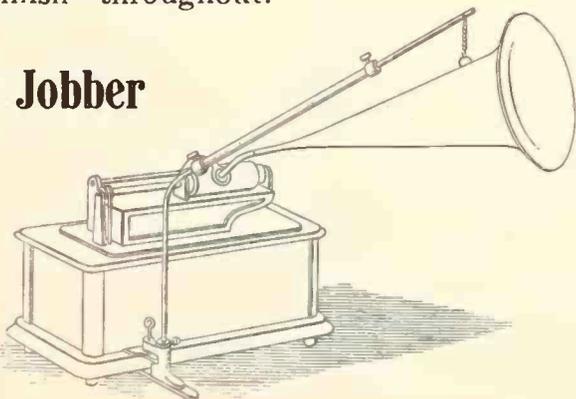
Universally recognized as the "leader" in horn supports. Simplest and best ever produced. Will support any horn up to and including 36 inches. Handsome nickel finish throughout.

Fits into small space.

Order Through Your Jobber

Retail Price,
\$1.50

Dealers' Price,
\$1.00



VICTOR H. RAPKE, Manufacturer, 1661 Second Ave., New York

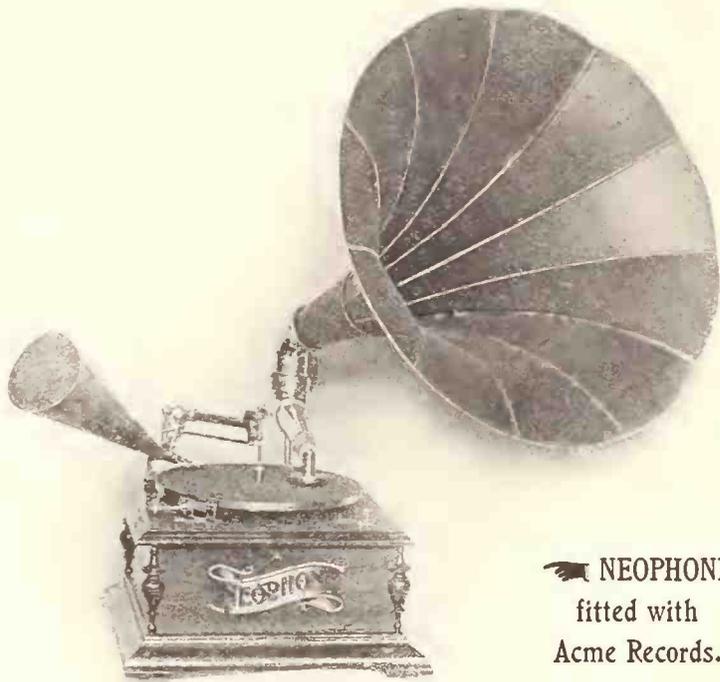
Rapke is now manufacturing labels for Edison, Columbia and Victor Records.
Ask your jobber for particulars.

IT SELLS ITSELF THE NEOPHONE

DISC-PHONOGRAPH (System Dr. Machaelis)

Patented in U. S. A., U. K., France, Germany, Austria, Russia, Italy, Canada, India, Australia, Etc.

POINTS ABOUT THE
N-E-O-P-H-O-N-E
NO NEEDLES TO CHANGE
PERMANENT SAPPHIRE REPRODUCER
* INDESTRUCTIBLE DISCS *
GREAT VOLUME * NATURAL TONE



NEOPHONE
fitted with
Acme Records.

Neophone Home Recorder

This device is the last step in making the Disc Machine the most popular type—with it records can be made at home on *any disc machine*—records of far greater volume and higher quality than is possible with cylinder machines.

Price, complete with 6 blanks, \$12.50

THE NEOPHONE is a combination of *all* the best features of *all* types of talkers. It gives reproductions as sweet as the best gold moulded cylinders, yet of as great volume and brilliancy as the leading discs—and the prices are 50% less. Neophone Disc Records are unbreakable, light and practically indestructible. They do not grow “grey with age” after being played a few times.

NEOPHONE BUSINESS IS BIG BUSINESS

In consequence of their great value and general excellence, Neophones and Neophone discs are ready sellers at all seasons. Just think—9 inch Disc Records at 20 cents and 12 inch at 40 cents. This announcement in your show window will attract crowds of customers. Don't you want your share of the business?

NEOPHONE	B	B'S
	(BUSINESS)	(BRINGERS)
Discs, 9 inch, Retail Prices,	- - -	20c.
“ 12 “ “ “ - - -	- - -	40c.
“ 20 “ “ “ - - -	- - -	\$2.50
Machines, - - -	\$2.50 to	100.00
Home Recorder, with 6 Disc blanks,		12.50
Repro-Neo (a special sound-box which enables users of other disc machines to reproduce Neophone discs and records made at home)	- - -	5.00

Large Discounts to Dealers.

ALL COMMUNICATIONS SHOULD BE ADDRESSED TO

NEOPHONE, LIMITED, AT THEIR TEMPORARY OFFICES,
12 West 28th Street, New York City

Where Dealers are cordially invited to call and examine samples of the Neophone product.

TELEPHONE, 5187 MADISON SQUARE.

Head Offices: 1 Worship Street, LONDON, E. C.

PARIS

BERLIN

MILAN

You can see
The NEOPHONE
Right Here in New York!

¶ The most wonderful talking machine in the world.

¶ Pronounced the best by experts.

¶ You can make your own records on the discs.

¶ Has an indestructible sapphire reproducer.

¶ The biggest hit of the age.

¶ The London dealers are most enthusiastic over its selling qualities.

¶ Investigate and you will at once be captivated with its wonderful possibilities. Come and see it.

NEOPHONE, Limited,

New York Office, 12 West 28th Street.



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Philadelphia Office: Minneapolis and St. Paul:
R. W. KAUFFMAN. E. C. TORREY.

St. Louis Office: San Francisco Office:
CHAS. N. VAN BUREN, ALFRED METZGER, 40 Kearney St.

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SUBSCRIPTION (including postage), United States, Mexico and Canada, 50 cents per year; all other countries, \$1.00.

ADVERTISEMENTS, \$2.00 per inch, single column, per insertion. On quarterly or yearly contracts a special discount is allowed. Advertising Pages, \$50.00; opposite reading matter, \$75.00.

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

IMPORTANT.—Advertisements or changes should reach this office not later than the 9th of the month and where proofs are required, by the 7th. Advertisements arriving too late for insertion in the current issue will, in the absence of instructions, be inserted in the succeeding issue.

Long Distance Telephone—Number 1745 Gramercy.

NEW YORK, APRIL 15, 1906.

TRADE conditions during the past month have been most satisfactory, and the complaints from talking-machine men have not been based upon a lack of business, but rather through an inability to secure the necessary stocks from the manufacturers. The great concerns, even with night and day shifts, have been unable to keep in sight of the orders which have been pouring in upon them from all parts of the world.

From present indications it would seem as if the summer months, instead of being dull, would be unusually brisk. Talking machines are going to be used more than ever on yachts and in parks, and with attenuated retail stocks on every hand it would seem as if the manufacturers will not be afforded an opportunity to create a surplus during the summer months.

NEW plants are being erected by some of the leading concerns, which within the near future will greatly augment their manufacturing facilities, and everywhere there are obvious proofs of a constant enlargement of the talking-machine industry. The general business of the country continues bright; there is hardly a cloud in the business sky. The coal strike seems to be diminishing, and as many widespread interests will not be affected as seemed apparent when the strike threats were first made.

This opinion concerning business is not only upheld by the correspondents of The Talking Machine World from the many jobbing centers, but is supported by personal observation gained by thousands of miles of travel, and we are inclined to the belief that 1906 will be the banner year not only in the talking machine industry, but in all others.

NATURE and foreign nations seem conspiring to make business good in America. The farmers are becoming plutocrats, and are lending money instead of borrowing. Cash discounts are being taken by many small dealers, who used to ask for credit, and the jobbers everywhere are urging the factories for early

delivery. The creative forces in all lines are consuming endless tons of raw material, and there seems to be money enough for everybody.

The trade prospects of the present season are most flattering. Combinations of capital and brains have blocked the power of competition that causes panics, and if it is possible to restrain the inordinate greed that results from such combinations the needs of the world can be supplied with less friction than ever before.

THE talking-machine industry is particularly fortunate in having at the head of the great institutions keen business men who are progressive, alert, and are ever ready to meet with the requirements of the trade. They are not hampered by trade traditions, either. They bring to bear upon the solution of business problems judgment which is not fettered by some old, moss-grown theories regarding the conduct of trade which is apparent in many industries—particularly the piano industry, where price cutting and slashing has been indulged in for many years. This has resulted in the injury of many personal business reputations, and naturally has injured the reputation of the instruments which have been placed in a position to bear the brunt of many a hard-fought battle.

A GOOD many talking-machine dealers have manifested their objections to The World in various ways anent the system of contracts which are enforced by the leading manufacturers.

We believe they are in error in assuming this position, for there is no system than can be of greater benefit to the talking-machine trade than the rigid enforcement of rules regulating prices, discounts, terms and conditions of sale. It means a co-operation in absolute good faith with the producing forces and the distributing forces, and a strict maintenance of correct business rules can only result in good to the industry.

The talking-machine business has a great future, and far-sighted business men recognize that that future must be seriously impaired for manufacturers, jobbers and dealers if correct rules are not enforced regarding the selling of the various kinds of merchandise.

IT may seem a little difficult at first to the men who have been used to easy, slipshod business methods to be compelled to live up to straight twentieth century business rules. But after they have become a little used to the new conditions they would no more think of going back to the old form than they would of taking the old stage coach instead of the twentieth century express as a means to reach the West.

The enforcements of contracts mean stability all around. It means that the dealer is afforded protection, and he knows that he is having just as square a deal as any other man engaged in the industry.

The maintenance of price is one of the greatest safeguards that can be placed about an industry, and there is no one better fitted to place the retail selling price upon a product than the man who manufactures it. The more one considers an iron-clad business contract in the selling of any line of merchandise, the better it will grow from every viewpoint. It is at once a splendid protection against demoralizing influences. Price stability will always keep the talking-machine trade on a high plane. The entire trade is broadening out in obedience to the higher laws of trade and commerce which regulate the business world.

IT is a mighty easy thing to demolish a business structure, and it is very difficult at times to build it up, and if there is to be no stability in prices in the talking-machine line, it will have a most demoralizing effect upon trade everywhere. Then, too, if the manufacturers create a variety of special brands for every jobber and dealer to exploit, that will mean a disorganization of trade. All of the influences which tend to build the industry up should be encouraged, and the dealers should stand by the manufacturers in all their efforts to assist the trade in every particular. They will all profit by good conditions, and they will all suffer if the industry goes down the hill rather than climbs up.

A SUBSCRIBER says: "Will you be good enough to express in the columns of The World your opinion of the legal controversy between Messrs. — and the — Co.?"

Most certainly we will not. We are not conducting a legal department in connection with this business, and the proper place to settle all of these differences is in a court legally organized for that purpose, and not in the columns of a trade paper.

It is our intention to present news at all times without prejudice, as well as other interesting features which may be of value to our readers; but we must be excused from entering into any expression of opinion concerning any of the many legal battles which are constantly being fought over patent rights in this industry.

We receive from time to time such communications as we have named above, and we wish that our position may be clearly understood. We do not propose to be dragged into any of these legal encounters, nor do we propose to give advice to legal authorities in matters of this kind. The courts seem reasonably competent to attend to legal matters, and we have no desire to invade their province.

THERE is nothing which will give a business dignity and character in the estimation of the public like elegant retail quarters, and the talking-machine dealers show a commendable spirit by good taste in the equipment of their establishment.

It is necessary to spend money to make money, and the man who caters to the public in any line must have some form of attracting the people, either in advertising which convinces, or in warerooms which attract. The day of indifference has gone by, and there is a spirit in this industry, which is manifest in the various departments, that tends towards up-building rather than tearing down.

ONE of the most prominent members of the trade said in a recent communication to The World: "I consider that your publication is to-day the most potent force in this industry, and I have been agreeably surprised to find the many returns which we have received from our representation in your columns. It seems that The World has an extensive following in every land, but what impresses me more than all else is the uniform fairness with which your paper is conducted, and your obvious desire to assist the trade."

Such a communication is indeed encouraging, and it is impossible to convey to all our friends appreciation of their kindly criticism. Sometimes we question whether any other trade publication has ever received the encouragement from so many friends as The World.

TRADE NOTES FROM THE WEST.

Grand Opera Increases Talker Sales—Cable Co.'s Talking Machine Quarters—Rothschild & Co. a New Enterprise in Chicago—A Modifier on a New Principle—Columbia Graphophone Complimented—Other Items.

(Special to The Talking Machine World.)

World Office, 195 Wabash Ave.,
Chicago, April 10, 1906.

Trade with the talking-machine dealers is good. No complaints are heard. Everybody handling Victor machines and records are, of course, exploiting the Red Seal records heavily just now, especially those made by the artists singing with the Metropolitan Opera Co. at the Auditorium. The result of this work will, of course, be in greatest evidence when the singers have fled, leaving only their heaven-compelling voices behind them.

The Cable Company have changed their plans about the location of their new talking-machine department. Instead of having it on the third floor of the main building, it will occupy the entire second floor of the annex. This is directly above the beautiful Cable Hall, which will naturally be used hereafter for talking machine as well as piano and vocal recitals. Mr. Harrison, who is to be the manager of the department, has some very unique plans in the recital line, which will insure the department a proper exploitation from the start.

The floor is being splendidly fitted up for the department. The offices and reception room will be in the front, and in the rear will be three handsome disc rooms and one cylinder record room. This will do as a start, but it is quite likely that the third floor will also be utilized in the near future. They will handle the Victor, Edison and Columbia lines; both the cylinder and disc machines of the latter company will be used. Also the American machines of the Hawthorne & Sheble Mfg. Co., and the American records.

One of the largest and best appointed talking-machine departments in Chicago is that of Rothschild & Co., the big State street department store. Mr. Thompson, the manager, is certainly a very ingenious man, and has introduced a number of unique features. They handle the Victor, Edison and Columbia machines. Combination outfits

are his specialty, and some very beautiful Victor machines with cabinets to match are shown, selling at \$150. One in the Vernis-Martin finish, gold, hand painted, has the machine set in the cabinet, the disc holder appearing on the top of the cabinet proper. There are several handsome record rooms, and every Wednesday, following the regular piano recital on the floor above, a "musicphone" recital is given. Last Wednesday, the first of the musicphone recitals, the Victor Red Seal records were used. Mr. Thompson also gives daily in one of the large record rooms downstairs recitals of various popular airs, illustrating them with stereopticon views. More than this, the stereopticons are for sale, including the slides, which are of Mr. Thompson's own devising.

A new enterprise in Chicago is the Chicago Talking Machine Repair Co. (not incorporated), 128 Dearborn street. The members are R. R. Browne and E. J. Ridenour. Mr. Browne is an all-round practical talking-machine man, who, after a couple of years at the bench in the Talk-a-phone Co.'s factory, came to Chicago and introduced their lines here and in adjoining territory. Later he represented James I. Lyons in Iowa and other Western territory. E. J. Ridenour, the other partner, is a thorough mechanic, and has been connected with large Chicago concerns. They not only do all kinds of repairing of talking machines, making a specialty of dealers' work, but also handle a full line of repairs of every talking machine made, and state that they can give especially attractive rates on both repairs and parts to dealers.

E. C. Plume, wholesale manager for the Columbia Phonograph Co., hied himself north last week and captured a big order from the Cable Company, who will handle Columbia machines and records, both disc and cylinder, in addition to their other lines when they get the new department in operation.

A new modifier which is just being introduced works on an entirely different principle from those heretofore manufactured. In form it is similar to a pear, and about the size of a very large one. It is inserted in the horn of the talking machine with the small end, which is open, towards the reproducer. It can be immediately removed or replaced, and thus while softening the tone of the loudest record can be

used within limits as a means of interpretation. This is often desirable, as all the average records have not been made by artists who have the interpretative faculty well developed, no matter how great their technical equipment may be. The modifier is made of brass, nickel-plated, and is hollow. In the "bell" of the pear-shaped device is an inner shell suspended so that its walls are about one-sixteenth of an inch from the outside walls of the device. The sound, traveling in a straight line from the reproducer, strikes the dome of this inner shell, rebounds, and then, passing between the walls of the inner shell and the modifier proper, is delivered through a lip-shaped aperture in the top of the device. A better idea can be obtained from the illustration which appears elsewhere in this issue. Rubber protectors around the mouth and the projecting part of the bell keep the modifier from direct contact with the horn. As a result of the various convolutions which the sound waves are forced to make in the modulating device the metallic sound, scratching, etc., is eliminated, the inventor claims, not only softening but greatly improving the quality of the tone. Owing to the pear shape of the modifier it can be used in any horn on any machine. This modifier is the invention of A. S. Thompson, manager of the talking-machine department of Rothschild & Co., Chicago, and is manufactured and marketed by The Graphophone Modifier Co., 279 State street, Chicago, in which Mr. Thompson owns a controlling interest.

Justice Timothy D. Hurley paid a big compliment to the Columbia Co.'s Twentieth Century Graphophone last week. His court is right over a 5-cent moving-picture show, which uses one of the big volume talkers to attract the attention of bypassers on the street. The Judge likes music, but so do the attorneys and the prisoners and the plaintiffs and the witnesses and the hangers-on. And that has been the trouble. When the full, rich and intensely loud tones of "The Anvil Chorus," or "Uncle Sammy," or "Everybody Works But Father" came surging up from below, the whole court went out of business and lapsed into a dreamy, abstracted, ecstatic sort of condition that did not exactly furnish oil for the wheels of justice. The Judge simply had to sacrifice his own musical taste rather than sacrifice business, and consequently notified the manager of the show that he would have him arrested and fined if he didn't call the graphophone off. Consequently the purveyor of music to the million no longer graces the front of the place of amusement.

Of course Lyon & Healy have taken advantage of the grand opera season to exploit Victor Red Seal records in Victor Hall. Among the stars who have dropped in to hear their own voices so far are Journet, Van Hoose and Chris Chapman, of the Metropolitan Orchestra and the famous maker of bell records.

Lyon & Healy had a big increase in business in March in their talking machine department, but that is nothing new.

The National Phonograph Co. have advised their trade that in order to give themselves a chance to get caught up on their orders, which are way behind, the Edison records for May will not reach the dealers until about May 15.

H. W. Noyes, secretary of Hawthorne, Sheble Mfg. Co., is having excellent trade on both the American machines, which are rapidly getting placed with the best concerns in the country and on the American records, which are steadily increasing in popularity.

The Edison Co., of Newark, N. J., have so improved their "S" repeater that it now has an adjustment at each end to suit any record, and appeals more forcibly than ever to jobbers and dealers. The best proof of the value of this device is the fact that wherever they have placed a sample they have received an order for from one to two dozen of each. In a recent chat with The World, President Petit said that they have had an extended correspondence from abroad asking for sole rights, etc., and desires through this paper to thank these dealers for their inquiries, and says they will hear from him.



"THE WHITE BLACKMAN"



WILL GIVE YOU THE GOODS

AN

Edison

Jobber

A

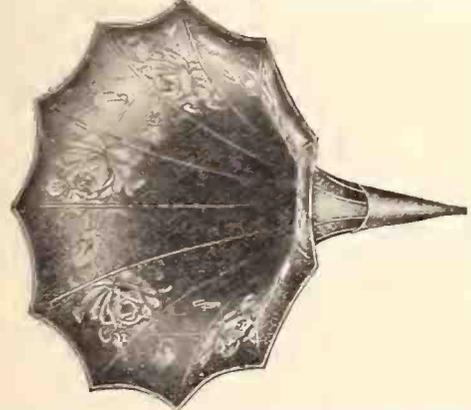
Victor

Distributor

Give me a chance to show you the prompt and careful attention I give EDISON and VICTOR orders. You lose the PROFIT and perhaps the CUSTOMER if you can't get goods quickly. I keep getting NEW CUSTOMERS and HOLD the OLD CUSTOMERS. You will know the reason if you send a few trial orders.

BLACKMAN FLOWER HORNS

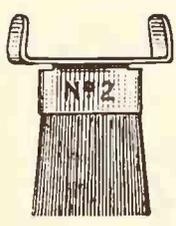
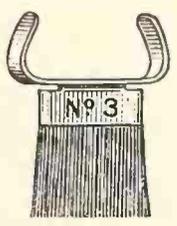
WITH HAND PAINTED FLOWER DECORATIONS.



(Style No. 12.) Size, 31x22 1/4 inch bell. Made in our new Style Pointed Bell, combining beauty and strength. Send for circular and Dealers' Prices.

- No. 11. Black and Gold (Chrysanthemum Decoration inside).
- No. 12. Black and Gold (White Rose Decoration inside).
- No. 21. Maroon and Gold (Pansy Decoration inside).
- No. 22. Maroon and Gold (White Rose Decoration inside).
- No. 32. Blue and Gold (Pink Rose Decoration inside).

New Style Place Record Brushes.

PATENT ALLOWED.

No. 2 fits Standard or Home.
No. 3 fits Gem or Triumph,
on Old or New Style Models.

LIST PRICE, 15c. EACH.

We give DEALERS and JOBBERS a GOOD PROFIT. WRITE for DISCOUNTS and Samples.

The Place Brush clamps under the speaker arm and AUTOMATICALLY removes all dirt or dust from the RECORD, so the sapphire runs in a CLEAN TRACK and insures a GOOD REPRODUCTION.

WE OWN THIS INVENTION and WILL PROSECUTE INFRINGERS.

Blackman Talking Machine Co., J. NEWCOMB BLACKMAN, Prop.
"The White Blackman."
97 Chambers St., New York

GET THE BLACKMAN HABIT AND YOU WILL KEEP IT



STOP!

A word with you.

YOU would be interested if a man should offer you gold dollars for 50 cents, and you would be interested in a business proposition which would make you a good many dollars on a small investment. Would you not?

Every talking machine dealer knows that the record end of the business is the one that pays, and when you can buy the best records at prices considerably less than is ordinarily charged, it means money for the dealer—does it not?

INTERNATIONAL 10-Inch Records For Forty Cents

The International 10-inch records are the best on the market to-day. Their reputation has been built up by making **quality** the keynote of the business, and when you consider the price at which they are sold to retail purchasers (**40 cents**) it means at once that they have a big selling power. Then when you go further and investigate what liberal discounts we allow, you will see that our proposition is the best one in the record line for dealers and jobbers.

WHY?

Because the International affords better profits, and more of our records can be sold on account of the reduced price.

If you have not seen our records, place an order at once for an assorted dozen or a hundred, and it will mean that you will be pushing the International with vigor and vim. Don't delay this matter, for a delay means a loss of dollars to you, and it is dollars that most business men are desirous of gaining.

Where orders warrant, we supply special labels if desired. We carry a large stock, and are prepared to fill orders promptly. Just take the matter up with us and you will not regret it.

International Record Company, 42 Washington Street,
AUBURN, N. Y.

TRADE NEWS FROM ALL POINTS OF THE COMPASS

On the Eckhardt banner of new Columbia jobbers, additions to the long list already published, are The Cable Co., Chicago, a \$2,000,000 piano manufacturing concern, with retail branches in a number of leading cities, east, west and south. This is the company's entrance into the talking-machine business, and from the initial orders it looks as if they propose pushing that department with their customary energy and resourcefulness. The others include the Bowdoin Square Phonograph Co., Boston, Mass.; Seavey Bros., Haverhill, Mass., and the Portland (Me.) Talking Machine Co. Mr. Eckhardt made a quick trip to Buffalo, N. Y., on the 7th, returning to New York a few days later, to inspect the new quarters of the Columbia Phonograph Co.'s branch. The store, a short distance on Main street from the old place, is to be fitted up handsomely, and the stock installed representatively elegant.

The Symphonic Phone-Needle Co., New York, was incorporated with the Secretary of the State at Albany early this month, for the purpose of manufacturing phonographic needles and supplies. Capital, \$5,000. Incorporators: J. Archibald Manahan, A. C. Whitehead and J. W. Conway. Their product is illustrated and described in the company's premiere announcement on another page.

For the annual conclave of the Mystic Shriners, which assembles in Los Angeles, Cal., in May, J. O. Prescott, one of the sales managers of the American Record Co., a member of eminence and long standing, has made a "blue" record of the Shriners' famous Turque march. It is safe to say that in their trip across the continent the New York delegation will be regaled with a vivid continuous entertaining via the talking machine, with the best selections from the famous Indian collection and "J. O." doing the honors.

In the not far distant past John Kaiser, otherwise "Casey," the record talker, and William MacArdle, the entertaining traveling gentleman with a "blue" streak trailing wherever he goes, boldly and jointly remarked they had one of the greatest things that ever happened in talking-machine devices up their sleeves, individually and collectively. At the time of this frank observation the improvement was not quite perfected, but would "be shortly." Perhaps it is ready now, and this inquiry may lead to its uncovering. Speak up, gentlemen!

Having created and established a flourishing wholesale business, the Edwin A. Denham Co., 31 Barclay St., New York, will retire entirely as retailers. For the latter purpose they had fitted

up a commodious store at 50 East 125th street, which they now wish to dispose of to some energetic party desirous of entering the trade fully equipped and in an excellent location. The company's new cylinder cabinet machine is a foreign-made no elty that is attracting a great deal of notice, as is also their line of sample taper-arm disc machines. The latter is offered as a special bargain. J. Charles Groshut, general manager, who returned from a Western trip a short time since, where he bagged a big bag of orders, says the company are 20,000 machines behind on shipments. Of some types he says they cannot get enough. Mr. Groshut may make the European jaunt this summer if Mr. Denham cannot get away.

C. G. Pfeiffer, manager of the musical and talking-machine section of Borgfeldt & Co., the wholesale department store, with headquarters in New York, and branches in Chicago and St. Louis, is looked upon by the sales managers of the manufacturing companies as the coolest proposition they have occasion to see. One of these affable gentlemen, whose line of talk and engaging personality would easily gain him an audience with Kaiser Wilhelm inside of five minutes, says it took him three years before Pfeiffer would even have a look. He was landed finally, but it was the hardest kind of work.

When Pat A. Powers, the jobber of Buffalo and Rochester, N. Y., Pittsburg, Pa., and perhaps other places, was in New York the last time, on his way home he was accompanied to the train by a delegation of trade friends, who gave him a great send-off at the Grand Union Hotel. P. P. makes friends like the rolling snowball gathers the beautiful.

George Maxwell, manager of Boosey & Co.'s American branch music publishing house, who sails for Europe in the fore part of May, says he has a few ideas about record making, of which more will be heard on his return, perhaps. Besides the English firm, he also represents the leading "editors," as publishers are called on the Continent, and they are corraling or have, Mr. Maxwell states, signed the operatic talent for record making. The discs are to be made in "la belle Patee." Will they be imported? Depends on the attitude of the United States Courts on patent matters, a stumbling block which foreign makers animadvert upon in no pleasing frame of mind.

The Douglas Phonograph Co., New York, as an example of the existing shortage in goods, declare they could have sold last month 60,000 more Edison records if they could have got them.

Last month Fred Hager, leader of Hager's Orchestra making Zonophone records, resigned to devote more time to his music publishing business. The name will still be used, but the agreeable Fred ceases to wield the baton.

The American Record Co. have met with a ready response from the dealers and publishers in regard to using the advertising matter and special artistic cuts prepared by the American Record Co. for advertising purposes in magazines, newspapers, etc. They have prepared a series of cuts in keeping with the Indian trademark, all suggestive of Indian life. This trademark lends itself in a pleasing way to a great variety of designs which are artistically attractive, and their new electros are designed with much taste.

During the sojourn of Leon F. Douglas, vice-president of the Victor Talking Machine Co., Camden, N. J., at Miami, Fla., he is proving his prowess as a fisherman. Recently he captured a fine specimen of tarpon near Lemon City. A local print, describing the catch, says: "Not only did Mr. Douglas land one silver beauty, but he had three other trickes, each fish making several jumps before 'shaking' the hook and escaping.

The fish landed measures several feet in length and weighed in the neighborhood of eighty pounds. It is the first tarpon that local boatmen remember being captured in the bay with rod and reel in the past seven years, and Mr. Douglas is naturally very proud of his catch and the record made. It will be remembered that Miss Douglas, a sister, while trolling from the upper deck of the launch 'Lottie W. H.', a few days ago, hooked an immense tarpon, which jerked her from her seat and threw her to the deck, escaping before she could regain her feet."

In one of our recent issues the American Record Co. gave notice to dealers and jobbers that they would allow them to sell ten-inch American records at 50 cents and one old ten-inch record of any make or two seven-inch records of any make; the seven-inch record for 30 cents and one old-seven inch record of any make. We are advised by the above company that this plan is meeting with great success, and has largely augmented sales for the American product.

A new factory building has been leased at Mulberry and Camp streets, Newark, N. J., for a period of six years, with the privilege of buying, by the Universal Talking Machine Manufacturing Co. The building is 103 by 150, four stories and basement, affording upward of 40,000 square feet of floor space. The company expects to remove their factory, now at 130th street and Park avenue, and probably their general offices at 28 Warren street, New York, into the new premises about May 1. The company has also bought out the concern in Newark where their pressing was done, and will hereafter conduct the establishment under their own management, the plant being in the neighborhood of the new factory.

The Southern Pacific Co. have recently installed on their line a system of communication by means of which the conductors and brakemen on all trains may talk with an operator in a telegraph office along the line from any point on the road.

Mr. W. C. Fuhri, manager of the St. Louis branch of the Columbia Phonograph Co., has received the following letter from C. N. Van Buren, of Kohn & Co., the prominent stock brokers: "The talking machine I purchased from you recently is decidedly satisfactory, and as an entertainer it is absolutely par excellence. I have found it a tonic, and since I became the possessor

CONSULT

Dr. ECKLAND

If your talking machine sales seem to be suffering from nervous prostration.

He's not a homeopath and does not furnish medicine himself. He will, however, prescribe big and effective doses of trade invigoration.

He's been doctoring sick talking machine sales for years and has always had remarkable success.

O. W. ECKLAND, D. T. E.,

(Doctor Trade Extension)

128 Dearborn Street, Chicago.

OUR RECORD CABINETS

Are sellers with dealers, they hold

100 to 252
Cylinder Records,
150 to 190
Disc Records.

Golden or Weather Oak, and Mahogany finish.

Write for prices.



FEIGE DESK CO.,

2070 Genesee Ave., Saginaw, Mich., U. S. A.

Repairers to the Trade

We not only have a well equipped repair shop, for dealers' work, but are also jobbers of

Talking Machine Parts

for every machine made. The only exclusive house in this line in the west.

Send us your order. You will be agreeably surprised when you receive the bill.

Chicago Talking Machine Repair Co.,

(Not Incorporated)

128 Dearborn Street, Chicago.

of it, I have been appointed chairman of the Anti-Dyspeptic-Pessimist-Melancholy Committee in the neighborhood in which I reside. I have tried it on individuals who have not been known to feel real good for some time, and my missionary work has achieved splendid results in producing an air of extreme good feeling in the department of those afflicted. I have two daughters, the oldest being two years old and the other is one year old. They enjoy it hugely, and after supper we have a little concert each evening, which results in getting them in fine humor for their night's rest, and in the saving of a great deal of trouble and worry for their mother and I."

HARD TO "PICK THE WINNER."

J. O. Prescott Descants on the Difficulty of Selecting Music for Monthly Lists.

It is interesting to study the development of the demand for what is termed a popular song. The public is fickle, and the best music or prettiest lyric is by no means a determining factor as to the reception which a new song will meet when it is first introduced.

John O. Prescott, who has charge of the laboratory of the American Record Co., speaking recently on this subject, said: "There is no accounting for taste, and in selecting new music for the monthly bulletin it requires nice discrimination to 'pick the winners.' The publishers realize that the talking machine is a most valuable assistant in advertising and popularizing new music. I am deluged every week with professional copies of the latest songs and instrumental pieces from publishers in all parts of the country. Even manuscript copies are submitted before they are printed. We advertise only 24 new selections a month, consequently out of so many numbers very much must be rejected. It is our endeavor to anticipate the demand and to try to determine in advance what will be popular. Public interest in a song is created not only by the talking-machine records, but also by local music dealers and vaudeville artists who use the songs on the stage in the continuous performance circuits.

"We do not always hit it right. Sometimes we make mistakes. Take, for instance, the song, 'Wait Till the Sun Shines, Nellie.' This was first offered to me last June. I was sure the music had the right swing to catch the popular ear, but it seemed as if the words were not well suited and I decided against it. For three or four months it was very little heard of, and then, in some unaccountable way it began to be taken up everywhere, and in January I had so many calls for it that we put it in our bulletin. Our record, 'Wait Till the Sun Shines, Nellie,' catalogue No. 031299, by the Male Quartette, has had a most phenomenal sale, and next to 'In the Shade of the Old Apple Tree' and 'Everybody Works But Father' it has been one of our biggest sellers. 'Cheyenne' is another song which looks good. We listed this last month in our bulletin, catalogue No. 031317, by Billy Murray, and already it is going big. This month we are listing two brand-new ones which we predict will be 'top-notchers.' 'The Parson and the Turkey,' catalogue No. 031242, by Arthur Collins, will probably outrival its predecessor, 'The Preacher and the Bear,' by the same composer. The sales of the latter were unusually large. 'The Ghost of the Banjo Coon,' catalogue No. 031341, by Arthur Collins, is also a new one by Williams & Walker. The music is peculiar, and the movement one that, as one singer puts it, 'worries you.' It is not easily forgotten and is most fascinating.

"At times it is very puzzling to determine the fitness of a new publication for a place in our catalogue, and the biggest sellers are not always selections of the highest musical order. I believe, however, that the talking machine is becoming more and more an important factor in educating the public taste, and if the business could be exploited philanthropically instead of commercially its influence would be very much greater in rapidly bringing the people who have lacked oppor-

tunity for musical education to a genuine appreciation of the better class compositions."

NOVEL FLOWER HORN DISPLAY.

A very novel and pretty flower horn arrangement is that made by Fred Birk, the well-known dealer of 2182 Fulton St., Brooklyn, N. Y. In the flowers surrounding the horn are embedded small incandescent electric lights, which pro-



duce a very beautiful effect at night. The inside of the horn is also illuminated with lights, and the entire presents a very unique display. The cut herewith is made from a photograph, but it hardly does the horn justice.

STEINERT BUILDS SOUND-PROOF ROOMS.

(Special to The Talking Machine World.)
Fitchburg, Mass., April 6, 1906.

To meet a growing trade in Victor talking machines and Edison phonographs, M. Steinert & Sons Co. have made a sound-proof music room at their store in the Johnson Building, and it is used exclusively for these machines. Here their customers and prospective ones are invited to sit back in easy chairs and hear the latest records by the greatest singers and musical organizations in the world. Concerts are given every afternoon.

EXPLOITING COMMERCIAL GRAPHOPHONE

The Columbia Phonograph Co., General, are preparing to develop and exploit their commercial graphophone on a scale and in a manner commensurate with the predicted great future of this valuable device. The American Graphophone Co.'s plant at Bridgeport, Conn., is being enlarged for the same purpose. Their other lines will also be stimulated in a like way, and some great developments in this respect are said to be on the carpet. Regarding this Wholesale Manager Eckhardt looks wise, but is inscrutable, as he always awaits the psychological moment before giving up.

CARE IN USING WORDS OF SONGS.

Record manufacturers have been notified by the music publishers that hereafter the pirating of the words or part thereof or the chorus in connection with the titles in their regular monthly bulletins or lists will not be allowed without special permission of the copyright owners. The words "copyrighted by _____, 1906," must also accompany the words.

The foreign record catalogue for March, containing Victor selections in Spanish, French, Polish, Italian, Russian, German and Hebrew, has made its appearance. Its eight closely-crowded pages is of uniform size with its predecessors.

CURTAZ NOW HANDLING "TALKERS."

Kohler & Chase, the Big San Francisco House Are Arranging Special Rooms for Display.

(Special to The Talking Machine World.)

San Francisco, Cal., March 30, 1906.

Benj. Curtaz & Son will add talking machines to their line, and have now a very large stock of records and machines in transit. In order to give the machines a proper display three rooms are now in the course of construction.

Kohler & Chase are making extensive improvements in their talking machine department. A large number of small rooms are being constructed where patrons may listen to new records without being disturbed by any outside noise. The entire upper floor of the building will be devoted to this object.

J. A. Clark, Katonah, N. Y., advises us that he expects soon to be on the market for jobbing discounts of all kinds of talking machines, records and supplies; in fact, everything in the shape of musical instruments and supplies appertaining thereto.

G. Croydon Marks, a member of the board of directors of the National Phonograph Co., Ltd., London, and patent attorney in Great Britain for Thomas A. Edison, has been elected a member of Parliament to represent the Launceston Division of Cornwall.

The Columbia Phonograph Co. have secured large quarters in Easton, Pa., which will be under the management of Mr. Hoffman.

E. A. Hawthorne, general manager of the American Record Co., was recently in Chicago, where he closed large contracts for the product of the American Record Co. as well as some large deals for talking-machine supplies made by the Hawthorne & Sheble Mfg. Co., of Philadelphia, of which Mr. Hawthorne is president.

E. S. Oliver, who formerly managed the Douglas Phonograph Co.'s branch in Newark, N. J., expects to open up for himself at 16 New street early this month. It is said that he intends to manufacture a number of specialties for talking machines.

STEWART

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



THE BAUER CO., 1410 North Sixth Street, Philadelphia, Pa.

THE "PHONO TRADER AND RECORDER"

Editorial, Advertisement and Publishing Offices:—

1 & 2 WHITFIELD STREET, FINSBURY,
LONDON, E. C., ENGLAND.

The "Phono Trader and Recorder" is published exclusively in the interest of the Talking Machine and Allied Trades. It contains usually from 70 to 80 pages of valuable and interesting matter, comprising list of all records issued monthly by the leading companies, minute descriptions (with drawings) of new patents, together with various special articles, interviews, etc., and items of news from all quarters relating to the Phono industry. Printed on art paper, and splendidly and profusely illustrated.

Annual subscription, post free, three shillings, which includes also the "Pick of the Basket" supplement of Record Reviews, a copy of which is inserted in the "Phono Trader."

We shall be glad to supply a specimen copy.

LINENOID SEAMLESS HORNS

FOR CYLINDER AND DISC MACHINES.

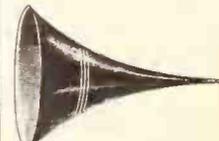
27 Styles 15 to 56 in. \$2 to \$15

Manufactured by

CRANE BROS., Westfield, Mass.

Discount to Dealers

LINENOID.—A MOLDED MATERIAL MADE OF PURE LINEN.



Concerto



No. 7.

To the Trade

Do you find it difficult to get a sufficient supply of first class medium priced cylinder machines—the kind in greatest demand? Have you seen the new

COLUMBIA CYLINDER GRAPHOPHONE

“JEWEL” (BK)

\$ 20

This is a strictly high grade cylinder machine, equipped with tandem spring motor, running three or four records at one winding (the machine can be wound while playing). It is supplied with the new spring contact Lyric Reproducer, same as is used on the \$30, \$40 and \$50 type cylinder graphophones, Oak Cabinet and 14-inch brass horn.

If you do not find it convenient to see samples of this model at any of our stores throughout the country, for a limited period we make the following offer to any responsible dealer:

Try It—Free of Cost!

We agree to express you, prepaid, a sample of this new machine for one week's trial; and if, at the end of that time, you are not satisfied that it is the best \$20 cylinder machine you have ever seen, you are at liberty to return it, *at our expense*. We know you will have a big demand for this particular machine, which prompts us to make this offer. Send us your order now, under the above conditions, and it will be attended to promptly.

Columbia Phonograph Company Gen'l

Wholesale Headquarters, 90-92 West Broadway, New York City.

Jewel (B. K.)
\$20.



Largest Talking Machine Manufacturers
in the World.

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

Active Dealers Wanted
Everywhere.

Fill Out, Cut and Mail us To-Day
Columbia Phonograph Co., 90-92 W. B'way, N. Y. City
Please send me by **Express**, all charges to be paid by you, one Columbia Cylinder Graphophone, Type BK. It is **WEEK'S TRIAL**, without any cost to me, and that at the end of this trial if I chose to return it I am at liberty to do so, return Express charges to be paid by you.
Name
Street
City
State

TIMELY TALKS ON TIMELY TOPICS.

"As an educator, I regard the talking machine as a thing that will in a short time be recognized as a necessity," said a school principal of far more than local renown to *The World* in a recent interview. "I have one that every Friday noon I use for a recital of the classical and well-known music of the past; and it has been the means of interesting the pupils in music which otherwise would have remained a sealed book. Instead of singing and whistling the trashy rag-time foisted on us under the name of music, I hear them humming snatches from the great operas that will pass down to the coming ages. A short time ago I arranged to take the older students to hear a production of one of the great operas in a neighboring city, and when the recital came on Friday, the universal request was that I secure and play all the records from the opera possible. We are now raising a fund for the purchase of a complete list of the best operatic records, and I have been surprised at the willingness of all the pupils to contribute. I think in time the talking machine will constitute a part of the equipment of every school."

The American Graphophone Co., complainants against the Universal Talking Machine Co. and the American Record Co., for alleged infringement of the so-called Jones patent, claimed to cover the process of duplicating disc records as now universally practised, and which was decided adversely by Judge Hazel, on March 9 filed their motion for an appeal to the United States Circuit Court of Appeals, Second Circuit. The essential parts of the decision to be reviewed appeared in last month's *World*.

Rumors of some of the big manufacturing companies getting together on a merger basis still persist in coming to the front. What is more, the "insiders" are handing out thinly-veiled information to this effect also, and therefore the

trade's thinkers are getting busy putting two and two together and figuring on results.

While the National Phonograph Co. would doubtless take the greatest pleasure in meeting the dealers as a body, and on the same scale and manner as is proposed in the complimentary entertainment of the Edison jobbers in July, the details of which appear elsewhere, it is manifestly a physical impossibility. Therefore the dealers should take their word for the deed. The company have always striven to maintain the friendliest and closest relations with every branch of the trade, and the programme to be carried out in entertaining the jobbing constituency reflects this spirit. The acceptances to the company's broadcast invitations is practically unanimous, and the fact that Thomas A. Edison will be present at the formal banquet will lend additional interest to an occasion that promises to be not only memorable, but historical as well.

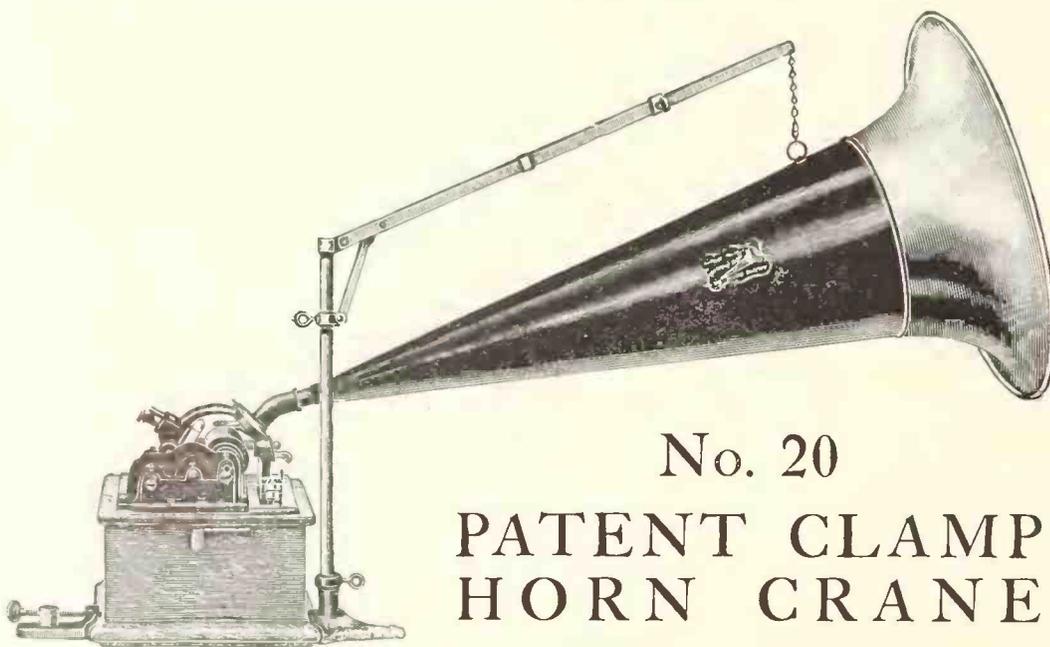
By a decision of the Board of General Appraisers, March 28, cinematographs or moving-picture machines were held to be properly classified as optical instruments. The contention by the importers that they were toys was looked upon as rather a nervy proceeding by the customs officials, considering the complicated nature of this wonderful apparatus.

Following the opinion of Judge Hazel, sustaining that part of the Berliner patent relating to the free-moving stylus or reproducing point for disc records, which was upheld on appeal by the United States Circuit Court of Appeals, the Victor Talking Machine Co., as owners of the invention, formally notified the trade they would enforce their rights. This position was questioned by the Talk-o-phone Co. and the Leeds & Catlin Co., they being charged with infringement, as well as the American Graphophone Co., the defendants

in the suit decided as above. The attorney for the untried cases thereupon insisted, in a letter to the Victor Co.'s counsel, and which was subsequently sent out as an open letter to the trade by the writer, that, in order to have these differences of opinion judicially passed upon, a motion for a preliminary injunction should be made against his clients. Previous to the hearing, set down for the 6th inst., application was made to Judge Lacombe, on behalf of the Victor Co., for an order to show cause why the evidence of the defense, which was claimed to be new and material, should not be submitted for examination. The order was granted, but subsequently vacated, on the plea of hardship in the hurried preparations of such important papers. When argument was to be heard on the date named for the temporary restraining order *pendente lite*, the affidavits containing the so-called fresh facts of the alleged invalidity of the patent were presented. At this point counsel for the complainants requested a week's postponement, and the case went over to the 13th. It may be added, in this connection, that parties undoubtedly close to the facts unhesitatingly predict the entire patent situation will be cleared up inside of six months. How? Ask us something easy.

Only one of many instances is quoted here to prove the efficacy of utilizing the advertising pages of *The World*, namely, that of the American Talking Machine Co. Last month they announced, in an attractive and convincing way, their line of needles. Result, positive sale of 5,000,000 needles. The returns vouchsafed other advertisers have been equally phenomenal. The *World* has put a girdle around the talking-machine earth in the way of paid subscribers, and in that respect has beaten all records of any publication ever issued for the comparatively short time of its existence—just over a year.

Henry Babson, president of the Universal Talking Machine Mfg. Co., who is reticent to the point of taciturnity on the approach of a newspaper inquisitor, made this candid confession,



No. 20
PATENT CLAMP
HORN CRANE

Dealers can obtain our goods from the Jobbing Trade. We are constantly improving and adding new goods to our extensive line.

WARNING TO THE TRADE.

TO ALL WHOM IT MAY CONCERN:

This is to notify the trade that our suit in the United States Circuit Court against Ellis S. Oliver, of this city, for infringement of Patent No. 751,204, covering our No. 20 Clamp Crane, has now been terminated by the issuance of an injunction against Oliver. He will, therefore, no longer make or sell such a Crane, and we wish to say further that we shall similarly enforce our rights against any other persons or companies who infringe either in making, selling or using Cranes of this kind. We are the sole manufacturers of these goods, and all dealers and users are hereby warned to handle, purchase and use only our products.

March 1st, 1906.

THE TEA TRAY COMPANY of Newark, New Jersey

COR. MULBERRY AND MURRAY STS., NEWARK, N. J.

coupled with a prophecy, the other day: "I never have taken much stock in patents, but have changed my mind after studying closely certain claims made by Elbridge R. Johnson in his patents on the tapering arm. This invention has been in the Patent Office two years, and was issued March 13—a month ago—having been subjected to the critical inspection of expert examiners apparently bent on ripping it up the back. But the claims stood the test, were allowed, and I am confident it is the fundamental patent in its scope and application as it possesses the basic principles of the tone or tapering-arm machine now so well known and popular. Our company also have construction patents for such an arm, but they are subordinate to the Johnson invention, from which the trade will hear before long. It is the goods, and no mistake."

Music publishers are evidently resolved to put a stop to the printing of the words of their copyright melodies, whole or in part, by the record makers in connection with the publication of catalogues or monthly lists, unless full credit is given. Notices to this effect have been served on parties unwittingly transgressing, and if dealers are indulging in the same practice they will also receive due attention, according to the aggravation of the offense. The publishers are entirely within their rights in this regard, and it is a good thing to occasionally remember that the easiest way is the best when one has the short end of the argument.

For the first time a price agreement or contract for handling their product will be required from the distributors or jobbers and dealers by the Victor Talking Machine Co., Camden, N. J. The blanks were placed before the trade the first of the month, and will become effective June 1. The provisions of these documents are elaborate, each section dealing with some specific condition of the business. Paragraph 13 comes in for the hardest knocks at the hands of the jobbers, possibly on account of the hoodoo numeral as well as the wide latitude assigned the company for cutting off people without a hearing. As one caustic chap remarked: "Suppose they don't like me face, or the size or style of me shoes, or the fit of me coat or collar, or the color of me neckwear, and they give me the double cross, where do I get off?" Such objections answer themselves, according to the right-thinking, who believe the company are making an excellent move toward

CRESCENT TONE Regulator



FOR TAPER ARM TALKING MACHINES

This is the Tone Regulator that has been such a wonderful success from the very start. Live dealers are selling it everywhere because

It enables you to obtain instantly any volume of sound desired from a whisper to the loudest tone,

It is very simple in construction, easily attached to the sound box and produces a pure, musical and distinct tone,

It is the ONLY Tone Regulator that does NOT wear the records. JUST OUT—No. 2 Regulator for use on CYLINDER MACHINES. Write for circular and special discounts to dealers.

CRESCENT TALKING MACHINE COMPANY

(NOT INC.)

3749 Cottage Grove Ave., CHICAGO, ILL.

a price-protected trade that means more than "words, words, words," as Bill says.

Following a plan, put in force west, of advertising stock for sale to dealers and the public at an inducing price, the Talk-o-phone Co., Toledo, O., following their announcement to this effect in the daily papers of Philadelphia, sold certificates to the amount of \$100,000 in a week's time. The applications for stock occasioned wonder among investors, and the upper reaches of the local trade marvelled. After this phenomenal performance the Talk-o-phone people calmly remarked: "Watch us grow." The future career of the company is being followed with absorbing interest by the knowing ones.

The origin of the monthly lists of talking machine records has for a long time been shrouded in mystery, but Hayward Cleveland, who is now manager of the Columbia retail store at 872 Broadway, New York, claims priority of the idea. He has in his possession several postal cards used by him in 1898-1899, which were used as monthly bulletins. The first of these was headed "Columbia Phonograph Co. Gen'l, 1155-1159 Broadway, N. Y., Branch A. We beg to announce that we have added the following popular selections to our stock of Columbia records"

The bottom of the card was left blank, and the date and names of selections were inserted by means of the hektograph process each month, and the cards were mailed to the regular patrons of the company. The card issued the following year was worded the same, but the names and numbers of the records were printed in. It was not until the following year that all companies began the regular publication of the monthly lists.

One of the large department stores has put a talking machine to a very novel use in its sheet music department. So far as possible, records of all of the latest songs have been secured, and instead of keeping a vocalist at hand to sing them for prospective customers, they place a record on the machine, and the buyer hears it rendered by some well-known artist. They say that as soon as possible they will have cylinder records of the popular and new instrumental selections made.

Commenting upon the item which recently appeared in The Talking Machine World that the Imperial Academy of Sciences in Austria has arranged to secure phonograph records of the numerous languages and dialects in Austria-Hungary, which are to be preserved for the enlightenment of future generations, the Cleveland Plain Dealer says: "While the field for this form of collecting is widening it might be pertinently suggested that the American college yell should be included in these interesting archives. To some people the vigorous 'rah-rahs' and other exuberant syllables in use by the young collegians would prove fully as interesting as the heathenish gutturals and tomtoming of the New Guinea savages, or the Sanskrit chants of the Hindustanese. So let the addition be made and made as complete as possible, with due cognizance of the "Hoo-rah ki-rah!" of our own Case School and the 'O Sketlioi' of our Western Reserve."

Seriously speaking, it may be said, however, that the preservation of the language of the Aborigines is now being taken up by leading scientific societies throughout the world through the medium of the talking machine. Examples of language and music have been secured in New Guinea and in certain sections of India. A party of scientists equipped for this research was sent to Australia last summer and another party is to start for Greenland at an early date. All these records are transferred to special archive phonographs and carefully stored away.

The man who writes that interesting column in the Sun entitled, "Live Topics About Town," has recently been concentrating attention on the talking machine. Sometimes he strikes it right and sometimes the reverse. Here is his latest contribution: "Several of the most popular singers receive the same fee from the companies that

manufacture the talking machines that are so popular nowadays. The highest sum is \$2,000 yearly as a retainer, and a large share of the gross receipts from the sale of the records. This system has been found most profitable, as the singers are then ambitious to have their records as perfect as possible, and will sing until the result is good enough to insure a large sale. All records of the noted singers sell for the same price. But an agent came to the company the other day with a strange request from a prima donna.

"Madame wants to know," he explained, "whether or not you won't raise the price of her records just a little higher than any of the others. You can make it only a quarter more if you like, because it is not on account of the money. She only wants them higher that the public may know they cost more than any other singer's." "Strangely enough, this appeal was not granted."

"I believe in the practical utility of phonographs," said a large breeder of chickens to a representative of The Talking Machine World, "and I am making some experiments with one of my young broods that promises to be very successful. I have made a record to call the youngsters into the brooder or to their meals, and uow when I want them for that purpose I just set it going, and they at once respond to the call. It saves my voice, and at the same time gets them accustomed to going to one place. I will later arrange to have it in one part of the building, and connect the various brooders by means of tubes with a horn at the end. Then I can switch from one to the other, and save a lot of trouble in carrying the machine around. It was funny to see the older chicks that know my voice run as soon as they heard it call them, and then look around for me. They cannot understand the horn, and seem to think it some kind of a drinking cup."

A correspondent of The Sun asked "whether or not Caruso, or any of the other well-known singers of opera, ever sing for talking-machine records, as advertised by some houses." The answer was yes, of course, and for ten times the largest operatic fees, provided the exclusive use of the star's name is obtained. The voices, enunciation and personal mannerisms are often so perfectly reproduced as to be of real value for the study of singing as well as for entertainment after the stars themselves are gone.

Latest record cabinets—cylinder and disc—are more elegant in design and finish than ever.

PHOTOS OF PHONOGRAPH TALENT

Mr. Dealer—Have you not often been asked: "Do you know where I can get a good photograph of Ada Jones, Arthur Collins, Byron G. Harlan or the other popular singers for the Phonograph?"

Undoubtedly you have and you didn't know where to get them or what they cost.

To supply this demand we have induced the artists to pose especially for us, and we are now prepared to furnish handsomely finished, well printed photographs of each of them. Each individual photograph bears a fac-simile of the artist's signature which gives them an added value. We have all the artists, and also have them grouped, as Jones and Spencer, Collins and Harlan, Biehling and MacDonough, etc.

Retail Price, 35 Cents Each
Sold to the trade through regular jobbers

A photograph of any artist sent to Dealers on receipt of 21 cents, which is the Dealers' price. Get one and show it to your patrons. They will be glad to know that they can get these photographs, and you can make some money selling them.

Channell Studio for Photography

486-488 Main Street, - ORANGE, N. J.



CAUGHT IN THE ACT.

William Carleton, an enterprising Chicago dealer, sends us the above photograph with the following explanation:

"One of the most enthusiastic talking-machine cranks in our neighborhood is William Carleton, Jr., 'the kid' in the photograph. In our store we have a great variety of records, but he has his favorites. He likes the Zonophone machine for its big, bright horn, and the American Indian records for their pretty blue color. If left alone he can put a record on the machine and start it

playing himself, which shows unusual aptitude for a three-year-old youngster.

"One Sunday morning we were changing over the stock in our store, and to keep the boy out of mischief placed him with his toys and the Zonophone to amuse himself. We started the machine going with a record, and he sat in front of it listening intently. My wife was struck with the earnest expression on his face and snapped the camera. He soon recognized the music as one of his favorite pieces, and cried out gleefully, 'It's an Indian!' and we caught him in the pose of the second picture."

DEVINEAU BIOPHONE ATTACHMENT.

Louis Devineau, of Cleveland, O., has recently perfected an attachment which will enable the owner of any cylinder machine to play disc records of any make. This attachment, which The World had the pleasure of inspecting this week, can be connected without any screw or bolt to mar the cabinet and can be adjusted in a few seconds. It is operated by friction, so that neither gear nor belt is needed in its operation. This does away with all dirt or oil of any kind. Three twelve-inch records can be played at one winding on the Edison standard machine. The Devineau Biophone Co. are already manufactur-

ing these attachments on a large scale, and will shortly be prepared to fill all orders.

Mr. Devineau deserves great credit for perfecting so valuable a contribution to talking machine development. This attachment is bound to boost things in the record line, and will revive interest in thousands of people who have dropped out from among the steady patrons of the talking machine stores.

HAGEN TO SOUTH AMERICA.

Leaves on a Master Record Making Trip Through the South.

Henry J. Hagen, manager of the Victor Talking Machine Co.'s New York branch laboratory, vice George K. Cheney, who has now resumed his old post, started for a master making trip through South America on April 7. He will be away six or seven months, and may be relied upon to render a good account of himself. Mr. Hagen goes first to Buenos Ayres, Argentine Republic, via Hamburg, taking passage on the S. S. "Amerika," of the Hamburg-American line. He will tarry in the German port several days, to give him a chance to care for his postal-card commissions, numbering nearly 160. A lot of Spanish local melodies and songs will be secured, but the operatic season being on there the Victor repertoire will be enriched by many additional gems in that class of music. For the benefit of a host of friends, who may want more postal cards, or inquire into the state of his health, or about the weather, or comparisons as to the difference between domestic and S. A. female beauty, Henry's address when in Buenos Ayres is at 538 Calle Peru. At the steamer, on the day of sailing, the following were on hand to wish the traveler bon

voyage and a safe return: J. O. Prescott and E. A. Pancoast, of American Record Co.; Fred Bachman and other members of the Victor Co.'s laboratory staff; Arthur Collins, Bryan G. Harlan and Steve Porter, bright and shining lights of the "talent." John Kaiser, with Douglas Phonograph Co., accompanied Mr. Hagen.

NEW MILL IN OPERATION.

The Hawthorne & Sheble Mfg. Co., of Philadelphia, have their new mill in Philadelphia in active operation, and their increased facilities will undoubtedly enable them to double their output. The new mill is located at Howard and Jefferson streets, within two squares of their other plant, and contains about 75,000 square feet of surface. They are installing very attractive and commodious offices in the new mill, and anticipate moving the clerical department to that plant within the next few weeks.

The Standard Music & Machine Co., 9-11 East Eighth street, Chattanooga, Tenn., are carrying some very excellent advertisements in the local papers and devoted to the Edison and Victor machines.

To Talking Machine Dealers

The MUSIC TRADE REVIEW is the oldest publication in the music trade industry. It contains more than fifty pages devoted to the piano trade, musical merchandise news, music publishers' department and talking machine trade. A special technical department is a regular weekly feature of the publication. A vast amount of valuable information is contained in each issue. The REVIEW has won higher honors at the great expositions than have ever been won by any other publication in the world.

Grand Prix at the Paris Exposition, 1900
Diploma at Pan-American Exposition, 1901
Silver Medal Charleston Exposition, 1902
Gold Medal St. Louis Exposition, 1904
Gold Medal Lewis-Clark Exposition, 1905

Subscription in United States, Canada and Mexico, \$2.00 for 52 weeks. All other countries, \$4.00.

We publish the Tuner's Guide also—a cloth-bound, illustrated work of over one hundred pages. Sent postpaid to any part of the world upon receipt of one dollar.

EDWARD LYMAN BILL
Publisher. 1 Madison Ave., New York

John Bull's Message to Uncle Sam

GOOD LUCK TO YOU, BOYS!

I want to call your attention to "THE TALKING MACHINE NEWS," which circulates throughout the whole of the British Islands, and goes all over the world besides. Contains all about everything relating to talking machines, and is invaluable to manufacturer, jobber and dealer alike. "The Talking Machine News" is published on the 1st and 15th of each month during January, February, March, October, November and December, and on the first of each month during April, May, June, July and September. Annual subscription, four shillings and sixpence. Specimen copy free on request.

The Publisher,

1, Mitre Court, Fleet Street, LONDON, E. C.

PRICE REDUCED

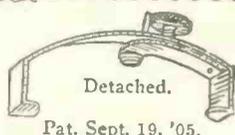
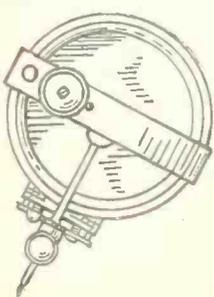
Burnt Leather POST CARDS

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

TRIAL ORDER.—We will send you prepaid 100 cards (100 beautiful designs), with the name of your town stamped on each if desired, for \$3.10 cash. Retail everywhere at 10c. You make a clean profit of \$6.90.

Risley-Bird Mfg. Co.

94 Fifth Avenue,
New York.



Retails at

\$1.00

THE STAR MODULATOR

Detail finer. Any strength of tone while playing. Records made more distinct. Old records sound like new. Sample on memorandum to any reputable firm. More profit than records. Sell on sight. Hundreds of indorsements from leading houses.

Star Novelty Co., Grand Rapids, Mich.



(Special to The Talking Machine World.)

London, Eng., April 5, 1906.

According to accounts received here, the exhibition of talking machines and records at the Leipsic Fair or Frühlingmesse was larger this year than ever before. The showing of disc machines dominated—in fact, the only cylinder machines shown were those of the National Phonograph Co., who also made an exhibit of records. The most notable advance here noted was in the quality of the records, while the sound boxes and machines also show marked improvement in all-round utility. Many manufacturers and dealers were present from practically every part of the world, but the usual orders were not booked this year owing to the uncertainty which has been caused by the reduction in price inaugurated by the Zonophone Co.

The talking-machine men who visited the Messe have held a meeting, it is said, to protest against this reduction in prices, which they deemed entirely unnecessary, in view of the fact that all the orders that can be filled are now being secured. One of the most remarkable features at the fair was the display of flower horns, which were shown in every conceivable style and color, and there can be no question that this is the horn that will be permanently associated with the disc hereafter. Prices were stiff owing to growing cost of raw material entering into the manufacture of specialties in machines.

* * * *

William Cole, honorary secretary and curator of the Essex (Eng.) Museum of Natural History, is much interested in the literature of talking

machines and their use, and is contemplating compiling a bibliography on the subject.

* * * *

The Neophone, Limited, have registered a new device called a "Repro-Neo" for use upon any sound arm disc machine. This allows of the playing of their records upon other instruments than the Neophone, thereby effecting users a most important facility and advantage, and a vast saving in the future purchase of records. The price of this special reproducer is five dollars.

* * * *

Charles J. Hopkins, who was formerly assistant manager of the Columbia Phonograph Co.'s store in Baltimore, and who was also connected with the display made by this company at the expositions in Paris and St. Louis, and later manager at St. Petersburg, is now connected with the sales depot of the Columbia Co. in this city. He is a gentleman of great ability, who understands every phase of the business and is certain to make quite a record here.

* * * *

In the suit of the Gramophone & Typewriter, Ltd., against C. & J. Ullmann, the proprietors of the Odeon talking machine, alleging infringement of their patents on the tapered arm, and referred to in this letter last month, Justice Farwell in the Chancery Division on February 15, after hearing the evidence, suspended judgment until a later date. The reserved judgment of Justice Farwell was given in the Lord Chancellor's Court on March 5 in favor of the plaintiffs, with costs, the judge directing an inquiry as to damages and granting a certificate that the validity of the patent had come into question in the action, and granting a stay on certain terms.

* * * *

At the recent international exposition held in Brussels, the grand prize, the highest obtainable, was awarded to the Edison phonographs and records by the jury.

* * * *

Evan Williams, the celebrated tenor, who is well known in the States, is the latest recruit

to the splendid line of artists engaged by the Graphophone Co.

* * * *

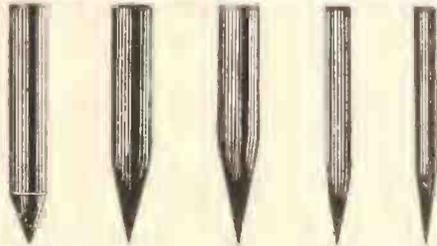
Some very beautiful records have recently been made for the Neophone, Limited, by Sig. Mario Massa, the well-known operatic singer, who has been often heard at Covent Garden. He has a tenor voice of great power and purity, and the dozen or more records he has made for this company are remarkably effective. Speaking of this company brings to mind that A. W. Cameron, managing director, is now in New York. So great have been the inquiries and demands from the States for Neophone specialties that this step was deemed necessary. Business with this company is exceedingly satisfactory. They are having quite a demand for the records of the Garde Republicaine Band of Paris, which recently played in this city.

* * * *

There are few busier establishments in London than that of the Russell Hunting Record Co., Ltd., who are constantly adding to their catalogue. Their line now is most extensive, and is in great demand not only in the United Kingdom but throughout the colonies.

* * * *

Sir Tollemache Sinclair is still presenting Columbia graphophones and records to public institutions throughout the country, and it is probable that before he has finished he will have distributed more than three hundred graphophones and eight thousand ten-inch discs. At first his gifts were confined to hospitals in the metropolitan area, but now they cover all parts of Great Britain and Ireland, and include many of the smaller hospitals, insane asylums, work-houses and homes for the aged. As a writer in the Talking Machine News figures it: "There are about 150 hospitals which have an average of 100 beds occupied daily, aggregating 54,441 beds occupied every day in the year. This means one machine for every 346 beds. A hospital bed changes occupants on an average once every 20 days, or 18¼ changes per year. Since there are 54,441 beds in the hospitals included in the gift,



PERFECT 1/16" PERFECT 2/16" PERFECT MEDIUM QUIET 3/16"

PERFECT

MEDIUM

QUIET

THE THREE BEST NEEDLES ON THE MARKET TO-DAY.

WE SHOULD LIKE TO SEND YOU SAMPLES SO THAT YOU CAN JUDGE FOR YOURSELF AS TO WHETHER OUR STATEMENTS ARE CORRECT. WE SELL MILLIONS OF NEEDLES EVERY MONTH AND EVERY CUSTOMER IS SATISFIED. OUR CUSTOMERS RE-ORDER, THIS SHOWS THAT OUR GOODS ARE GIVING SATISFACTION.

THE PERFECT.—This is made in three tapers as shown above—³/₁₆ taper is the regular standard size needle, ²/₁₆ taper is the same size but louder, ¹/₁₆ taper is very loud.

THE MEDIUM.—This is a first class needle for small apartments, gives a rich mellow tone, not as loud as the perfect.

THE QUIET.—Just the thing for anyone wishing a low sweet tone.

The Perfect and Medium packed in boxes of 300 and 1000 and in envelopes of 100. The Quiet needle packed in envelopes of 200 only. We will be pleased to quote you prices in quantity.

AMERICAN TALKING MACHINE COMPANY

586 FULTON STREET (BROOKLYN), N. Y. CITY

LARGEST TALKING MACHINE HOUSE IN THE CITY.

Incorporated under the Laws of New York.

Capital, \$2,500,000.

BOARD OF TRUSTEES:
 DANIEL F. LEWIS,
 JAMES SLATER
 FREDERICK G. BOURNE,
 JOHN P. HAINES,
 WILLIAM FAHNESTOCK,
 H. M. FUNSTON,
 JAMES L. ANDEM.

NEW YORK PHONOGRAPH COMPANY.

Exclusive Licensees under the Phonograph patents
 of Thomas A. Edison for the State of New York

Organized under authority of The North American Phonograph Company
 and Jesse H. Lippincott, Sole Licensee of The American Graphophone Co.

OFFICERS:
 JOHN P. HAINES, PRESIDENT.
 H. M. FUNSTON, VICE-PRESIDENT.
 WILLIAM FAHNESTOCK, TREASURER.
 JAMES L. ANDEM, SECRETARY.

No. 140 NASSAU STREET, NEW YORK, March 26, 1906.

WARNING---INJUNCTION NOTICE

TO ALL DEALERS IN EDISON PHONOGRAPHS AND PHONOGRAPH SUPPLIES WITHIN THE STATE OF NEW YORK.

Attention is called to the following Decree of the United States Circuit Court for the Southern District of New York, granting an Injunction restraining the National Phonograph Company, and its Agents and Dealers from selling or leasing phonographs and supplies therefor within the State of New York excepting through the New York Phonograph Company:—

CIRCUIT COURT OF THE UNITED STATES,
 Southern District of New York.

New York Phonograph Company, Complainant, vs. National Phonograph Company impleaded with Thomas A. Edison, Edison Phonograph Company and the Edison Phonograph Works, Defendant,	In Equity. Injunction.
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THE PRESIDENT OF THE UNITED STATES:—

To National Phonograph Company, its officers, agents, clerks, servants, employees, attorneys, successors, assigns, associates, dealers, confederates and all persons in privity with said National Phonograph Company; Greeting.

WHEREAS it has been represented to us in our Circuit Court of the United States for the Southern District of New York, that National Phonograph Company has trespassed and infringed upon and wrongfully invaded the rights of complainant, New York Phonograph Company, by selling and by using, and by causing to be sold and by causing to be used by others than complainant, within the State of New York, phonographs and supplies therefor, and by selling for use, and by licensing for use, by others than complainant, within the State of New York, phonographs and supplies therefor in violation of the provisions of and of the rights of the complainant under certain contracts as extended bearing date October 12, 1888, between the North American Phonograph Company and the Metropolitan Phonograph Company and also between Thomas A. Edison, the Edison Phonograph Company, the Edison Phonograph Works, the North American Phonograph Company and Jesse H. Lippincott, and a contract bearing date the 6th day of February, 1889, between the North American Phonograph Company and John P. Haines, and a contract bearing date July 1, 1893, between complainant and the North American Phonograph Company.

AND, WHEREAS, by a certain decree entered herein May 2, 1905, in the office of the clerk of the Circuit Court of the United States for the Southern District of New York, it was, among other things, ordered and decreed that an injunction do issue against you, the said parties above mentioned, restraining you, the said parties, in the manner as hereinafter mentioned; AND WHEREAS said decree entered herein May 2, 1905, has been affirmed on appeal by the United States Circuit Court of Appeals for the Second Circuit, as appears by the mandate of said court filed March 23, 1906, in the office of the clerk of the Circuit Court of the United States for the Southern District of New York:

NOW, THEREFORE, we do strictly command, enjoin and restrain you, the National Phonograph Company, and you, its officers, agents, clerks, servants, employees, attorneys, successors, assigns, associates, dealers, confederates and all persons in privity with the National Phonograph Company, and each and every of you under the penalty that may fall thereon, perpetually from directly or indirectly selling or leasing within the State of New York, phonographs and supplies therefor, to others than complainant, and from using within the State of New York, phonographs and supplies therefor, and from causing to be sold or causing to be leased or causing to be used, within the State of New York, phonographs and supplies therefor, by others than complainant, and from selling for use or licensing for use within the State of New York, phonographs and supplies therefor, by others than complainant, in violation of the provisions of and of the rights of the complainant under certain contracts as extended, bearing date October 12, 1888, between the North American Phonograph Company and the Metropolitan Phonograph Company and also between Thomas A. Edison, the Edison Phonograph Company, the Edison Phonograph Works, the North American Phonograph Company and Jesse H. Lippincott, and a contract bearing date the 6th day of February, 1889, between the North American Phonograph Company and John P. Haines, and a contract bearing date July 1, 1893, between complainant and the North American Phonograph Company.

WITNESS the Honorable Melville W. Fuller, Chief Justice of the United States, at the City, County, and Southern District of New York, this 26th day of March, 1906, A. D.

JOHN A. SHIELDS,
 Clerk.

[Seal of the Circuit Court of the United States for the
 Southern District of New York.]

LOUIS HICKS,
 Of Counsel.

New York Phonograph Company hereby gives notice to all Agents and Dealers in Edison Phonographs and Supplies within the State of New York, that it will enforce its exclusive rights under the foregoing Injunction, and will also hold them liable for damages and profits for any infringement of its exclusive contracts.

NEW YORK PHONOGRAPH COMPANY,
 By H. M. FUNSTON,
 Vice-President.

Attest. [SEAL.]
 JAMES L. ANDEM,
 Secretary.

18¼ times that number will give the total of persons who will be benefited, or 993,548. Nearly one million afflicted people thus benefit by the baronet's generosity. The cost works out at less than ½d. each. The second lot of 150 outfits to insane asylums and infirmaries will not reach so many different patients, because individual changes are less frequent in such institutions. But the number will be very substantial."

* * * *

A young woman in Australia thought she had a singing voice, but wanted expert opinion as to whether she would be justified in taking the long journey from her home to London to compete for a scholarship. So she sang into a phonograph and sent the record to a well-known London professor of music and asked him if he would try the record and inform her if he thought her voice was good enough to try for the scholarship. The professor listened to the record, was duly impressed with the possibilities of the voice and wrote to say he thought she should try the examination. She came to London, reaching here just in time for the examination, and was one of two successful candidates out of 190 competitors.

EDISON GRAND OPERA RECORDS No. 2.

The second list—Supplement No. 2—of Edison grand opera records will go out on May 1, with the prestige of the greatest single success in the history of the Edison phonograph. As showing the extent of the demand for the records, the National Phonograph Co. state that orders in the first three months reached a total five times as great as was anticipated when they were first issued. A better evidence of their popularity could not be wanted. These new selections are sung by Scotti, Knote, Dippel, Van Rooy, Resky, Constantino and Berti, the first five of whom sang the principal roles at the Metropolitan Opera House, New York, last winter. Constantino and Berti have not yet sung in this country, but they have won a name abroad as artists of unusual talent. The list, as follows, is with orchestra accompaniment in every instance: B. 11—Matinata, "Il Barbiere di Siviglia," Rossini, by Florencio Constantino, tenor; sung in Italian. B. 12—Celeste Aida, "Aida," Verdi, by Florencio Constantino, tenor; sung in Italian. B. 13—Preislied, "Die Meistersinger von Nurnberg," Wagner, by Heinrich Knote, tenor; sung in German. B. 14—Duetto, "La Traviata," Verdi, by Signor and Signora Resky; sung in Italian. B. 15—Romanze, "Die Hugenotten," Meyerbeer, by Andreas Dippel, tenor; sung in German. B. 16—Pregheira, Tosti, by Gustave Berl Resky, baritone; sung in Italian. B. 17—Siciliana, "Cavalleria Rusticana," Mascagni, by Romeo Berti, tenor; sung in Italian. B. 18—Questa O Quella, "Rigoletto," Verdi, by Romeo Berti, tenor; sung in Italian. B. 19—O, Du Mein Holder Abendstern, "Tannhauser," Wagner, by Anton van Rooy, baritone; sung in German. B. 20—Prologo, "Pagliacci," Leoncavallo, by Antonio Scotti, baritone; sung in Italian.

The company have also notified the trade that their grand opera records will not be made in concert size.

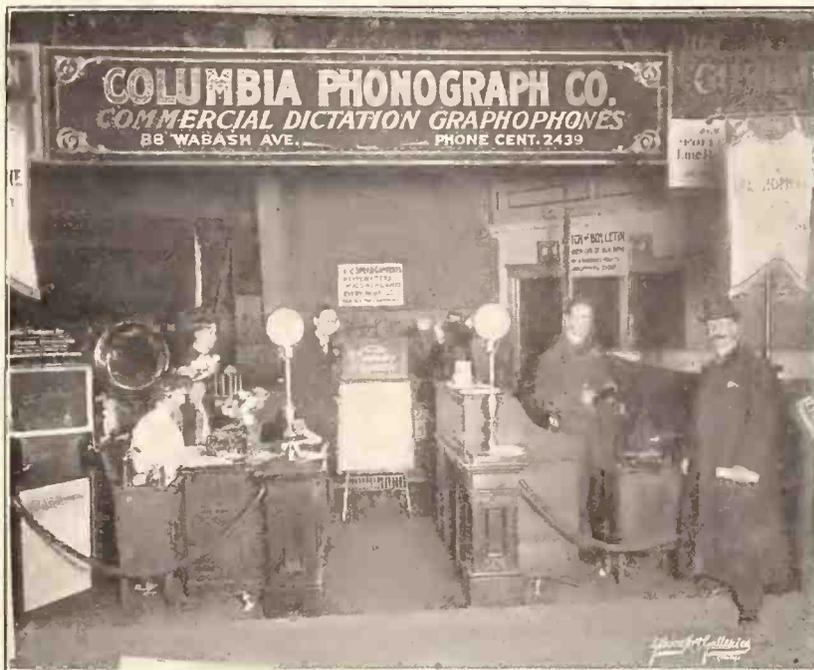
HANDSOME COLUMBIA EXHIBIT.

At the Office Appliances and Business Systems Show in Chicago.

(Special to The Talking Machine World.)

World Office, 195 Wabash Ave., Chicago, Ill., April 9, 1906.

Talking machines for office purposes cut a big swath at the Office Appliance and Business Systems Show at the Coliseum, Chicago, which was held March 17-24. They were more in evidence than last year, and the companies exhibiting secured good results. That has developed already



COLUMBIA COMMERCIAL GRAPHOPHONE DISPLAY.

—in fact, had developed before the show was two days old, although from the vast number of prospects piled up the full effect will not be known for six months or a year.

The Columbia Phonograph Co.'s exhibit occupied a booth covering 300 square feet just south of the main entrance, and was in charge of W. W. Parsons, manager of the Columbia commercial graphophone, Chicago department, assisted by a corps of salesmen and demonstrators, including E. R. Ormsby, P. M. Woods, Miss M. C. Moloney, Mrs. Mary Wilson. A fine representation was made of the Columbia commercial graphophone, 1906 style, all equipped with their combination recorder and reproducer, automatic stop and start, scale arrangement for the correction of mistakes, and adjustable speaking tube and numerous other interesting and valuable features. Visitors were permitted to talk into the machine, the records were then blazoned forth on a regular machine equipped with a 56-inch horn, and the visitor carried away the record as a souvenir. The medals awarded the company at the Chicago and St. Louis World's Fairs were prominently displayed. W. W. Parsons, the manager of the commercial graphophone department of the Columbia Chicago office, has been selling these machines for the Columbia people in Chicago since

1893, and is practically the pioneer in the commercial branch of the talking-machine business in Chicago. He has witnessed the business grow from infinitesimal to very imposing proportions, and has seen the commercial machine advance from an experiment to a point where it has conquered all previously existing prejudices, and has taken its place among the recognized means of saving time and labor in the great business offices.

FRIEDERICH'S HANDSOME QUARTERS.

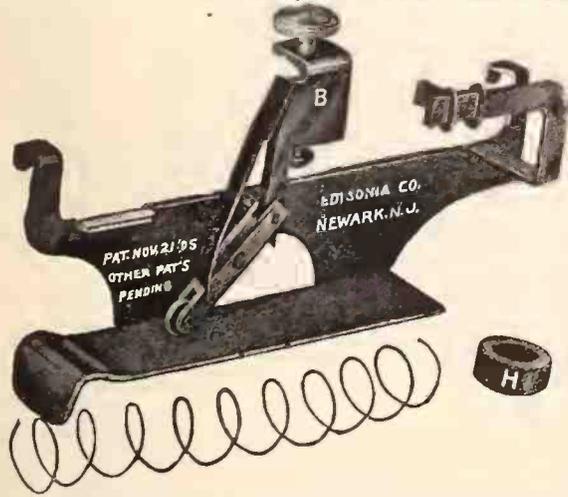
Julius A. J. Friederich, the well-known piano, musical merchandise and talking machine dealer of Grand Rapids, Mich., will soon have talking machine quarters which will vie with anything in the country. F. C. Steinmann, the capable man who has had charge of the small goods and talking machine departments for many years, has been working on the details for some months and has made trips to Chicago and other centers in search of ideas, many of which he has succeeded in improving upon. The third floor of the building adjoining the Friedrich building has been secured and is now being remodeled. A passageway has been cut through, and a few steps from the elevator shaft at the third-floor landing in

the present building brings one to the new talking machine department. There are three record rooms, one large one which will be used for public pronograph recital purposes, and two smaller ones—one for Victor and the other for cylinder machines. These rooms are located on either side of the record stock room. The demonstrating machine in either case will be placed on the shelf of a window opening from the stock room into the record room, and the machine fed by salesmen stationed in the stock room, where they will have everything right to hand. Another large room on the same floor will be used for music merchandise, cabinets, etc., although a line of samples will also be carried on the first floor. Mr. Steinmann has some excellent plans looking to the handling and exploiting of the talking machine department. Some time since, this house became jobbers on quite a large scale, and they are greatly enlarging their facilities for this branch of the business.

A BIG ORDER.

What is considered one of the largest single express shipments ever made from the National Phonograph Co.'s factory was that to W. D. Andrews, a Syracuse, N. Y., jobber. It consisted of 86 cases of Edison records in a special car.

POSITIVELY GUARANTEED, OR MONEY REFUNDED



INSTANTANEOUS AND AUTOMATIC REPEATER

FOR HOME AND STANDARD PHONOGRAPHS

You can put it on or off in one minute (no drilling holes in machine). CHEAPEST—SIMPLICITY—DURABILITY. Our delay was for your benefit; it is now perfect.

If you have one of the first ones sent out, return it and we will mail you our latest free of charge.

Sample, prepaid, to any Dealer in the world at \$1.50; listed, \$2.25. Usual discount to the trade.

EDISONIA CO. Newark, N. J., U. S. A.

OUR FOREIGN CUSTOMERS.

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

(Special to The Talking Machine World.)
Washington, D. C., March 9, 1906.

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

MARCH 12.

Bombay, 21 pkgs., \$354; Berlin, 26 pkgs., \$539; Buenos Ayres, 20 pkgs., \$600; 23 pkgs., \$749; 53 pkgs., \$1,183; Corinto, 3 pkgs., \$425; Callao, 11 pkgs., \$288; Cienfuegos, 9 pkgs., \$341; Caibarien, 19 pkgs., \$415; Glasgow, 16 pkgs., \$255; Hamburg, 17 pkgs., \$355; Havana, 53 pkgs., \$1,840; Havre, 10 pkgs., \$286; London, 1,172 pkgs., \$16,369; 37 pkgs., \$3,234; 657 pkgs., \$7,961; 90 pkgs., \$3,616; La Guaira, 5 pkgs., \$182; Liverpool, 4 pkgs., \$465; Mazatlan, 4 pkgs., \$124; Melbourne, 10 pkgs., \$323; Montevideo, 10 pkgs., \$375; 11 pkgs., \$191; Manila, 34 pkgs., \$1,628; Rio de Janeiro, 3 pkgs., \$415; Sheffield, 1 pkg., \$100; Vera Cruz, 8 pkgs., \$165; Sydney, 407 pkgs., \$5,628.

MARCH 19.

Bombay, 15 pkgs., \$256; Brussels, 106 pkgs., \$863; Callao, 7 pkgs., \$880; 7 pkgs., \$247; Calcutta, 6 pkgs., \$162; Cape Town, 12 pkgs., \$230; Cardenas, 11 pkgs., \$194; Colon, 7 pkgs., \$227; Genoa, 60 pkgs., \$3,015; Glasgow, 37 pkgs., \$644; Havana, 31 pkgs., \$947; 27 pkgs., \$1,112; Havre, 5 pkgs., \$335; Limon, 3 pkgs., \$165; London, 8 pkgs., \$462; 109 pkgs., \$6,677; 767 pkgs., \$6,252; Progreso, 4 pkgs., \$216; Sheffield, 25 pkgs., \$213; Valparaiso, 9 pkgs., \$484; 35 pkgs., \$1,358.

MARCH 26.

Batavia, 3 pkgs., \$259; Berlin, 127 pkgs., \$4,793; Buenos Ayres, 5 pkgs., \$200; Caibarien, 9 pkgs., \$142; Callao, 16 pkgs., \$495; Colon, 1 pkg., \$122; Guayaquil, 6 pkgs., \$100; Hamburg, 10 pkgs., \$209; Havana, 20 pkgs., \$737; 20 pkgs., \$1,125; Havre, 24 pkgs., \$498; Iquitos, 4 pkgs., \$101; Kobe, 3 pkgs., \$130; La Guaira, 10 pkgs.,

\$263; Limon, 6 pkgs., \$102; London, 4 pkgs., \$117; 39 pkgs., \$3,790; 798 pkgs., \$15,896; Manila, 12 pkgs., \$853; Milan, 26 pkgs., \$1,354; Naples, 2 pkgs., \$100; Para, 5 pkgs., \$275; Santa Marta, 3 pkgs., \$130; Santiago, 7 pkgs., \$192; Santos, 9 pkgs., \$123; Vera Cruz, 13 pkgs., \$200; Vienna, 20 pkgs., \$1,000.

APRIL 2.

Acajutla, 13 pkgs., \$208; Berlin, 169 pkgs., \$968; Bombay, 23 pkgs., \$271; 35 pkgs., \$634; 4 pkgs., \$132; Brussels, 115 pkgs., \$940; Colon, 4 pkgs., \$232; Cardenas, 6 pkgs., \$178; Guayaquil, 5 pkgs., \$138; Glasgow, 43 pkgs., \$365; Havre, 19 pkgs., \$732; Havana, 10 pkgs., \$466; 20 pkgs., \$746; 781 pkgs., \$7,342; 97 pkgs., \$8,233; Liverpool, 70 pkgs., \$558; Manchester, 45 pkgs., \$345; Milan, 25 pkgs., \$1,040; Naples, 1 pkg., \$130; Rotterdam, 5 pkgs., \$200; Rio de Janeiro, 5 pkgs., \$351; Sydney, 569 pkgs., \$12,513; St. Petersburg, 12 pkgs., \$467; Tampico, 7 pkgs., \$510; Vera Cruz, 15 pkgs., \$190; Vienna, 21 pkgs., \$625; Valparaiso, 4 pkgs., \$55.

REDUCTION IN "TALKER" FREIGHTS.

Commenting upon recent freight reductions in talking machines, the Portland Oregonian says: "A step that promises to increase the number of phonographs and other talking machines in the State has just been taken by the O. R. & N. Co., which announces a reduction in freights on that commodity from \$3.25 in less than carload shipments, to \$2.50 per 100 pounds. In carload shipments the rate will be reduced from \$2.25 to \$2.20. These changes will become effective April 1."

"THE VOICE OF THE VICTOR."

A neatly printed, pertinently edited, well illustrated twelve-page paper, with the foregoing title, the first issue bearing date of March, is published as "the trade journal of the Victor Talking Machine Co., Camden, N. J." The publishers' announcement says: "It is the purpose of the Victor Talking Machine Co. to publish this paper

from time to time, as a convenient bulletin of Victor facts of manufacture, for the dealers who sell its product and also as an exchange of ideas and methods between the dealers themselves." The "Voice of the Victor" is for complimentary distribution.

RECENT INCORPORATIONS.

The Italian Phonograph Co., of New York, was incorporated at Albany last week with a capital of \$5,000, for the purpose of manufacturing and selling talking machines and records. The directors are Francis Palmieri, E. R. Acetta, F. S. Stickle, New York.

* * * *

The Evans Phonograph Record Co., of New Jersey, with offices at 1219 Washington street, Hoboken, N. J., has been incorporated with the authorities of New Jersey for the purpose of manufacturing phonographs, graphophones, etc., with a capital of \$50,000. Incorporators, James M. Evans and J. C. Buxton, New York, and Chas. A. Reiners, of Hoboken.

The Queen City Talking Machine Co., 474 Queen street, west, Toronto, is a new addition to the talking-machine fraternity in Toronto. They have opened up one of the largest and handsomest talking machine stores in Canada and will carry, among others, the Columbia machines and records. B. J. Markle, formerly manager of the Columbia Phonograph Co.'s store at Hamilton, Ontario, is the proprietor.

The E. E. Forbes Piano Co., of Birmingham, Ala., have recently increased their capital stock from \$200,000 to \$500,000. One of the causes for this move was taking on the talking-machine business, which this concern are to push extensively.

W. E. Gilmore, president of the National Phonograph Co., Orange, N. J., is in the salubrious climate of South Carolina enjoying a brief respite from pressing business cares. He will return north next week.

THE LATEST :: THE CABINET PHONOGRAPH



ALUMINUM HORN

Base and all Parts Brightly Nickered. Finely grained Oak Cabinet, highly polished, with Nickered Attachments.

We sell ALUMINUM HORNS separately, also.

EQUAL IN LOUDNESS and
REPRODUCTION
to the Expensive Machines
of all makes.
Plays All Cylinder Records



THE EDWIN A. DENHAM COMPANY, INC.

London

31 Barclay Street, New York, U. S. A.

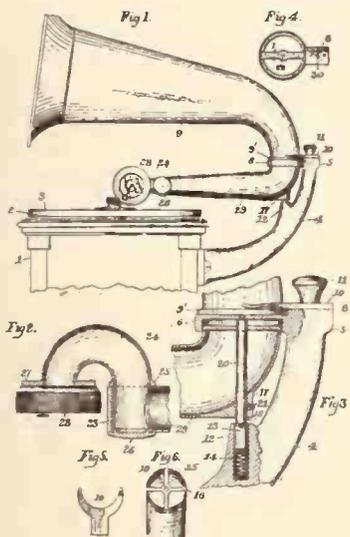
Berlin

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Specially prepared for The Talking Machine World.)
Washington, D. C., April 9, 1906.

TALKING MACHINE. Eldridge R. Johnson, Philadelphia, Pa., assignor to Victor Talking Machine Co., of New Jersey. Patent No. 814,786.

In a talking machine where an amplifying horn is employed for delivering the reproduced sounds it is desirable and advantageous in obtaining the highest degree of efficiency in the quality and volume of the tone reproduced to employ not only a large horn, but also to locate the small end of the horn as near as possible to the sound box or reproducing mechanism. By locating the small end of the horn in this manner so that the sound



conducting tube or horn flares outwardly practically from the sound box it allows the sound waves to advance with a regular, steady and natural increase in their wave fronts in a manner somewhat similar to that of the ordinary musical instruments, thus obviating the well-known disadvantages due to long passages of small and practically constant diameter. It is also desirable to avoid abrupt turns in the sound conducting tube or passage. It is, therefore, the object of this invention to provide a talking machine with an amplifying horn meeting these requirements and at the same time to reduce the size, length and weight of the horn, so that it can be conveniently transported.

In the drawings, Fig. 1 is a side elevation of the improved construction as applied to the talking machine; Fig. 2, a horizontal sectional view of the small end or hollow arm portion of the amplifying horn, showing the means to allow of the vertical movement of the sound box; Fig. 3, a vertical sectional view showing the means whereby the larger portion of the horn is adjustably mounted and the hollow arm or lower portion of the horn is pivoted so as to communicate therewith; Fig. 4, a plan view of the end of the support for the larger portion of the amplifying horn; Fig. 5, a view of the yoke for holding the same in position upon its support, and Fig. 6, a plan view of the end of the hollow

arm or pivoted portion of the amplifying horn.

HORN FOR RECEIVING AND DELIVERING SOUND. Leonard L. Terhune, Newark, N. J. Patent No. 814,891. This invention relates to improvements in horns for use in receiving and concentrating sound and for delivering and amplifying sound, and is particularly applicable to recording and reproducing horns on talking machines.

The object of the invention is to construct a horn made of one piece of material having the ferrule formed integral with the body of the horn, thereby reducing the cost of manufacture considerably and producing a more rigid and durable construction. Heretofore it has been customary to form the conical body of the horn in one piece and the cylindrical ferrule of the horn of another piece and then uniting the two pieces by soldering them together. This construction has been very objectionable in view of the fact that the acid used in the soldering process would invariably run into the seam of the conical part of the horn and prevent the japan with which the horn is usually covered from adhering to the seam at that particular point where the acid would run.

In the accompanying drawings, Figs. 1 and 2 are longitudinal views of a horn in which this improvement is shown. Figs. 3 and 4 are end views of the same, illustrating the seam of the horn in one case, as in Fig. 3, on the outside of the ferrule and the seam in Fig. 4 on the inside of the ferrule. Figs. 5, 6 and 7 are partial longitudinal views of a horn in which modified forms of the improvement are shown. Fig. 8 shows a horn blank placed upon a tapering mandrel with the forming die arranged above it preparatory to forming the cylindrical ferrule thereon. Fig. 9 shows the finished horn on the mandrel with the die in position. Fig. 10 shows a horn blank placed upon a tapering mandrel with the forming die, consisting of three rollers suitably mounted above the same preparatory to forming the cylindrical ferrule thereon. Fig. 11 shows a modified form of mandrel.

AMPLIFYING HORN. Eldridge R. Johnson, Merion, Pa., assignor to Victor Talking Machine Co., of New Jersey. Patent No. 814,848.

The object of this invention is to provide an amplifying horn, principally for use with talking machines, of such a character that the same will have all the material advantages of a single horn connected directly to the sound box, but without having the disadvantages due to long passages of small and practically constant diameter, to

the weight of the bell portion of the amplifying horn, and to abrupt turns in connecting tubes.

This application is a division of prior application, filed February 12, 1903, Serial No. 143,060, which covers certain features of construction of talking machines which are shown, but not claimed herein.

The subject matter of this application particularly pertains to the sound conveying portions considered as a continuous tapering horn having joints therein to allow movement of the sound box and the adjustment of the position of the bell portion of the horn.

In talking machines with which amplifying horns are used for delivering the reproduced sounds it is desirable to obtain the highest degree of quality and volume of tone that is possible. To this end large horns are used, but the weight of such horns must be so distributed as not to cause any bearing upon the sound box to increase the weight on the stylus or needle or otherwise interfere with the free movement thereof. Heretofore the amplifying horn in the usual form of talking machines has been carried by a pivoted arm, to the end of which is attached the sound box, which has direct communication with the small end of said arm, and such a construction materially affects the operation of the sound box when the horn is changed in direction or position or varied in size.

One special object, therefore, of this invention

is to provide such an amplifying horn that the effect will be the same as though the horn were connected directly to the sound box, as in the former types of talking machines, without the disadvantages due to the weight of the horn and without employing long passages of small and practically constant diameter, while the larger end of the horn may be directed to any point of the compass without affecting the sound box or the position of the machine.

Fig. 1 is a side elevation of the improved talking machine; Fig. 2 a horizontal sectional view of the small or hollow arm portion of the amplifying horn, showing means to allow of the vertical movement of the sound box; Fig. 3, a sectional view showing means whereby the larger portion of the horn is adjustably mounted and the hollow arms or lower portion of the horn is pivoted so as to communicate therewith; Fig. 4, a plan view of the end of the support for the larger portion of the amplifying horn; Fig. 5, a view of the yoke for holding the same in position upon its support, and Fig. 6 a plan view of the hollow arm or pivoted portion of the amplifying horn.

SOUND REPRODUCING AND MAGNIFYING MEANS. Jesse L. Gray, Santa Ana, Cal., assignor of one-

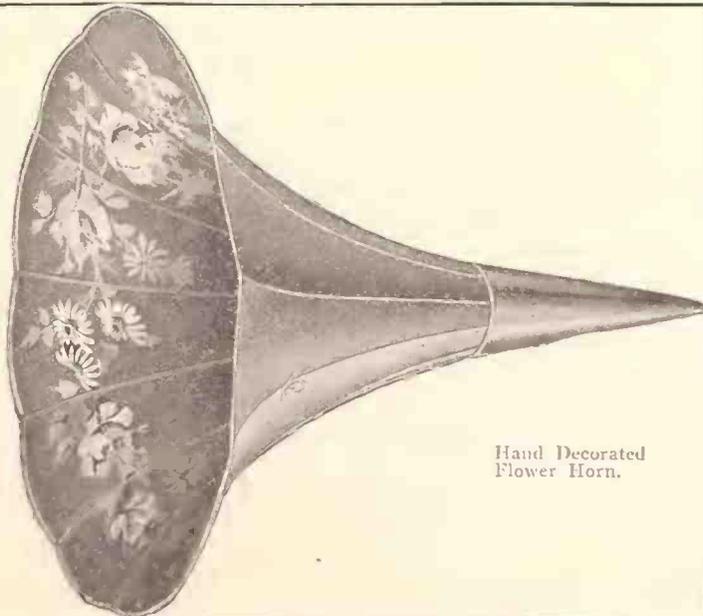
TWO OF OUR SPECIALTIES

WRITE FOR PRICES



No. 5 Horn Crane.

Dealers who want to increase their trade must be up to date. The No. 5 Horn Crane is the latest and most approved style on the market. Our horns are noted for their beauty and amplifying qualities.



Hand Decorated Flower Horn.

Eclipse Phonograph Co.

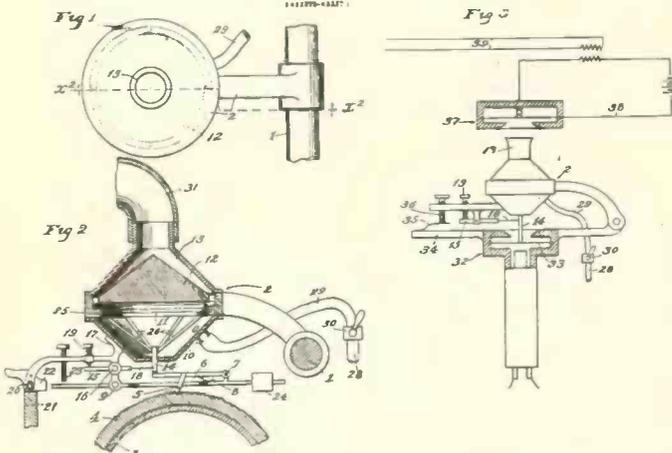
A. W. M. TOENNIES, Proprietor

203 Washington Street, Hoboken, New Jersey

half to Percy F. Rice, same place, and William H. Faust, Los Angeles, Cal. Patent No. 814,839.

The primary object of this invention is to provide means for use in connection with a phonographic reproducer for producing impulses in the air directly corresponding to the undulations in the record without the intervention of a solid sound distributor, such as a diaphragm, thereby preserving the character of the sound waves without any scratching, rattling or other extraneous noises. Another object of the invention is to provide for amplification of the sound to any desired extent and for regulation or variation of the intensity of the sound.

The invention comprises, in connection with a



reproducer and means for moving a record in cooperative relation therewith, a valve responsive to the movements of the reproducer and an elastic fluid pressure means having an outlet controlled by said valve, the movement of the valve being transverse to the movement of the fluid through the valve and the construction of the valve being such that there is no pressure on the valve due either to the pressure of the fluid or to the movement of the fluid.

The accompanying drawings illustrate the invention. Fig. 1 is a plan of a phonograph provided with the invention. Fig. 2 is a vertical section on the line x² x² in Fig. 1. Fig. 3 is a diagram showing the application of the device as a relay for telephones.

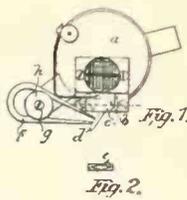
GRAMOPHONE. Charles Algernon Parsons, Newcastle-Upon-Tyne, England. Patent No. 814,561.

The following is one of three claims made for this invention:

"1. A needle attachment for gramophones and the like, comprising a socket arm attached to the sound producing means, said socket arm having a diamond shaped socket therein adapted to receive a needle and hold the same jammed with no lateral freedom when resting on the record and means external to said socket acting on the

portion of the needle which projects therefrom for holding the needle in the socket, substantially as described."

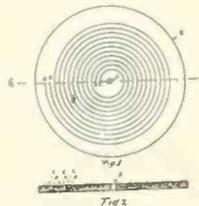
Referring to the accompanying drawings, Fig.



1 shows an elevation of a gramophone reproducer with one form of the improved attachment, Fig. 2 being a sectional plan of the socket.

DISC TALKING MACHINE BLANK. Rudolph Klein, New York, N. Y., assignor of one-fifth to Byron G. Harlan, Orange, N. J. Patent No. 814,053.

The object of this invention is to provide a ready means of producing disc talking machine records of a wax composition or the like in such a manner as to enable said records to be utilized in connection with the usual apparatus employed for reproducing the permanent records of trade and at the same time protect such records from accidental injury through being scratched or



rubbed together. This device also secures the ready tracking of the recording stylus in making said sound records on the improved blanks, resulting in the sound record being made in the form of a volute spiral on the disc. These objects are attained by the means illustrated in drawings herewith, and in which Fig. 1 shows a top or plan view of one form of the improved device. Fig. 2 shows a cross-section on line G H of Fig. 1.

PITCH INDICATING ATTACHMENT FOR SOUND REPRODUCING MACHINES. Charles L. Chisholm, North Sydney, Canada. Patent No. 814,941.

The object of the present invention is to provide an improved means whereby phonographs, graphophones and other sound reproducing machines may be utilized in the teaching of music, and particularly in teaching absolute pitch. A further object of the invention is to provide an improved form of indicating device in the nature of an attachment which may be made and sold as a separate article of manufacture and applied to existing sound reproducing machines or which

may be constructed as part of a machine during the manufacture of the latter.

A still further object of the invention is to provide for the adjustment of the indicating means in accordance with the pitch and tempo at which

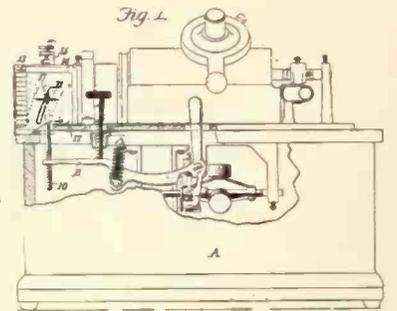
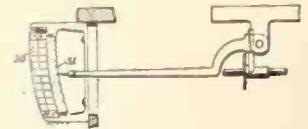


Fig. 4.



a record is made, so that in reproducing the record the speed of the machine may be adjusted until the selection is being reproduced at the pitch and tempo of recording, after which the indicating means may be adjusted until the key symbol of reproduction is in correct position.

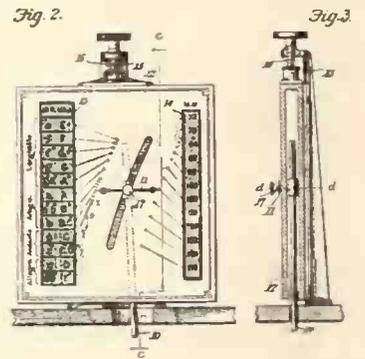


Fig. 2.

Fig. 3.



Fig. 4.

The speed of the machine may then be increased or diminished, each movement effecting a simultaneous adjustment of the indicator and the latter showing the new key of reproduction it being possible to produce any composition in every pos-

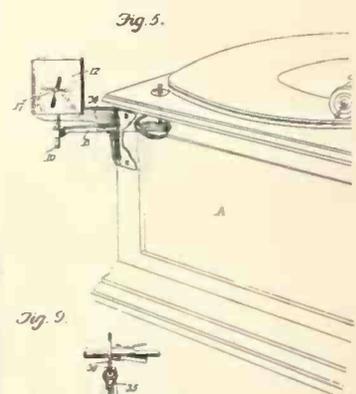


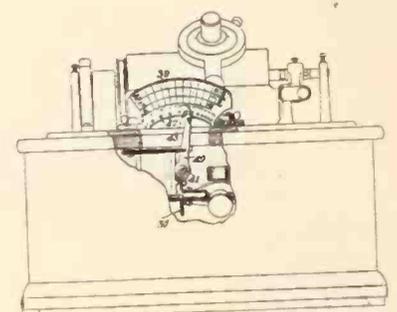
Fig. 5.

Fig. 6.

sible key in true relation to the tonal center and to indicate the correct key of reproduction, so that the pupil may readily follow the selection on the charts previously referred to, a separate chart being prepared for each key.

In the accompanying drawings, Fig. 1 is a front elevation illustrating a portion of a phono-

Fig. 10.



graph and showing the application thereto of an indicating device constructed and arranged in accordance with the invention. Fig. 2 is a detail elevation of the indicating devices on an en-

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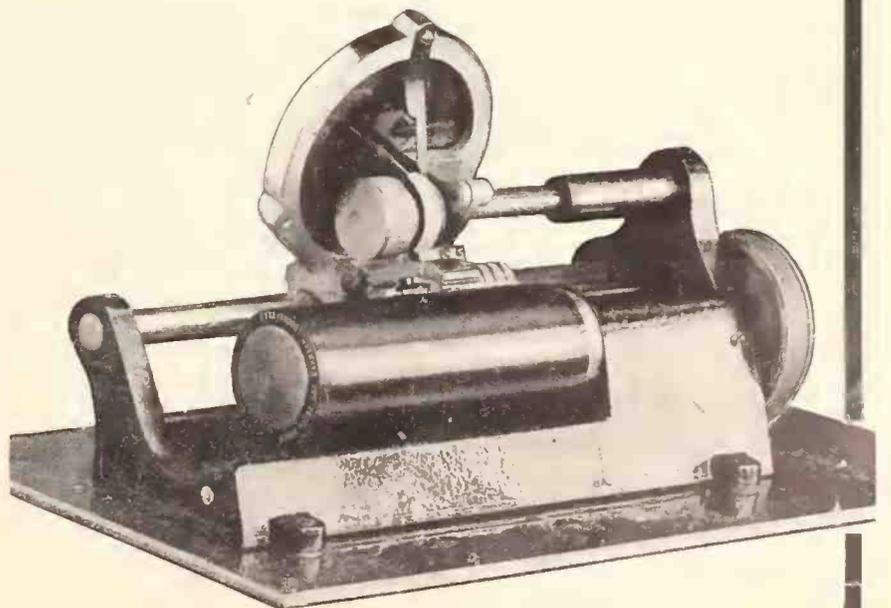
Grand Prix, Paris, 1900 Double Grand Prize, St. Louis, 1904

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NOTE—The mandrel of the 20th Century Graphophone accommodates the Half-Foot Length Records which are now being made by this Company exclusively (Price, 50c. each).



20TH CENTURY GRAPOPHONE.



REAR VIEW 20TH CENTURY GRAPHOPHONE.

larged scale. Fig. 3 is a vertical section of the same on the line c c of Fig. 2. Fig. 4 is a sectional plan view on the line d d of Fig. 3. Fig. 5 is a detail perspective view illustrating the application of the device to a gramophone. Fig. 6 is an elevation illustrating a modification of the mechanism, the indicating dial in this instance being circular in form. Fig. 7 is a sectional view of the same on the line g g of Fig. 6. Fig. 8 illustrates a modification of the invention in which the controlling lever moves directly over an indicating table. Fig. 9 illustrates a still further modification in which the indicating mechanism is operated directly from the motor. Fig. 10 illustrates a still further modification of the invention.

DR. CAHILL'S TELHARMONIUM.

Remarkable Electrical Invention for Which Wonderful Things Are Claimed—Will Send Music Over Telephone Wires for Hundreds of Miles—Will be Given Initial Trial in New York Within the Next Four or Five Months.

Another electrical wonder has been given to the world. Dr. Thaddeus Cahill, in a dingy shop at Holyoke, Mass., has, after twelve years of unremitting toil, succeeded in finally perfecting what is considered by electrical engineers to be one of the most remarkable devices in the history of electricity.

In this little shop there now stands a 200-ton electrical machine called by its inventor the telharmonium, which combines in itself the musical power of all known instruments, and besides this can send its music over telephone wires for hundreds of miles in all directions. Any telephone subscriber within its radius can be supplied with music in great or small amounts, as his feelings dictate.

"Future Paderewskis," says the Electrical World, "sitting in New York may be heard in 10,000 places miles apart, and in each place the original effect is heard."

The real wonder and novelty of Dr. Cahill's invention lies in the fact that the telharmonium does not, like the phonograph, reproduce music but actually makes it, and in an entirely new way. What the operator plays on are a number of little specially arranged dynamos. These are so connected to the keyboard, which is arranged like that of an organ, that the depression of a certain note, A for instance, causes a current in the transmitting wires which produces a vibration in the telephone receiver at the other end of the line just like that following the playing of A on a piano.

The person with the receiver at his ear hence hears the A as if it were played upon a piano. In other words, the note is not actually made until the current reaches the receiver at the end of the wire. So that this little two-inch contrivance is the actual music producer of the telharmonium.

It is wonderful enough that any sort of a tune can be played on such a simple little device, but when Dr. Cahill states that any note of any quality and timbre—violin, flute, piano, organ, clarinet, etc.—can be accurately reproduced by the telharmonium, and further, that the combined harmonies of these various instruments, as they occur in bands and orchestras, can also be accurately produced by a single performer at the keyboard, one's wonder becomes perilously near to skepticism.

These claims, however, seem to be well authenticated, and it is announced that in about three months one of the new machines is to be set up in this city. If this is the case, the public will soon be able to test Dr. Cahill's claims.

The telharmonium must, obviously, be a very complicated and hence expensive machine. The one at present in Dr. Cahill's Holyoke laboratory is said to have cost about \$200,000. This excessive cost is seen to be of no great importance when it is remembered that one machine will probably be able to supply from 7,000 to 10,000 subscribers.

In receiving the electrical music the ordinary

telephone receiver is screwed into the end of a horn, like that used on the phonograph. The music is said to be loud and clear, one receiver filling a good-sized room and entirely free from the disagreeable rasping and scraping accompaniments so common in the reproductions of some of the cheaper styles of talking machines.

Lord Kelvin, during his recent visit to this country, is said to have examined and been greatly impressed by Dr. Cahill's instrument. A local electrical engineer who has been up to Holyoke and heard the telharmonium, describes its tones as beautifully clear and pleasant to the ear. As to the genuineness and revolutionary character of the discovery, therefore, there seems no doubt. A recent issue of the Electrical World speaks of it as "the birth of a new art," one of "the notable achievements of our modern day," the "creation of another great electrical industry."

The company which will put this unique instrument upon the market is capitalized at \$750,000. Its officers are: President, O. T. Crosby; vice-president, F. C. Todd; treasurer, A. H. S. Post; secretary, H. F. Stevenson.

The instrument will be given its first trial in New York City. It has been estimated that service can be supplied private residences, restaurants, saloons, churches, schools, hospitals, theaters, hotels, barber shops and other places at rates ranging from 20 cents a day to \$10 a day.

DOUGLAS CO. EXPANDING.

At the Douglas Phonograph Co., New York, the business quarters have been remodeled so as to provide a commodious private office for C. V. Henkel, president and general manager, and the accommodation of his private secretaries. It is handsomely finished in oak and cathedral glass and appropriately furnished.

Several important Edison patents expire April 3—and thereby hangs a tale, the quid nuncs say.

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48 Hanover Street,

BOSTON, MASS.

RECORD BULLETINS FOR MAY, 1906.

COLUMBIA 10-INCH DISC RECORDS.

- 3359 So Long, Mary (George M. Cohan) Contralto solo with chorus, Orch. accom. Miss Corinne Morgan
- 3360 The Buffalo Rag (Tom Turpin) Banjo solo, Orch. accom. Vess L. Ossman
- 3361 Simplicity Intermezzo (Hans S. Line) Orchestra bells, Orch. accom. Harry Yerkes
- 3362 Gretchen (Wm. H. Penn) Baritone and tenor duet, Orch. accom. Collins and Harlan
- 3363 L-A-Z-Y Spells Lazy (Ramsey Wallace) Baritone and tenor duet, Orch. accom. Collins and Harlan
- 3364 Believe Me If All Those Endearing Young Charms (Tom Moore) Baritone solo, Orch. accom. George Alexander
- 3365 In the Sweet Bye and Bye (Bennett and Webster) Baritone solo, Orch. accom. George Alexander
- 3366 Jessamine—Coon song (Albert Gumble) Baritone solo, Orch. accom. Arthur Collins
- 3367 Pretty Desdame (F. Collis Wildman) Baritone solo, Orch. accom. Arthur Collins
- 3368 Nothing Like That in Our Family—Comic (S. Furth) Tenor solo, Orch. accom. W. F. Denny
- 3369 If You Can't Say Something Good, Don't Say Nothing at All (Thardo) Baritone solo, Orch. accom. Bob Roberts
- 3370 Moving Day—Coon song (Harry von Tilzer) Baritone solo, Orch. accom. Bob Roberts
- 3371 Uncle Quit Work, Too (Jean Havez) Baritone solo, Orch. accom. Bob Roberts
- 3372 It's the Same Old Girl (Benjamin H. Burt) Baritone solo, Orch. accom. Frank C. Stanley
- 3373 Panhandle Pete's Patrol (Len Spencer) Talking Record—Descriptive, Orch. accom. Len Spencer
- 3374 The Merry Mail Man (Len Spencer) Talking Record—Descriptive, Orch. accom. Len Spencer and Geo. W. Johnson
- 3375 Mrs. Hiram Offen Engaging Bridget O'Sullivan (Steve Porter) Talking Record. Emma Forbes and Steve Porter
- 3376 The Eclipse of the Sun at Pumpkin Center (Cal. Stewart) Uncle Josh Weathersby's Laughing Story. Cal. Stewart
- 5436 El Gorro Frigo (M. Nieto) Baritone solo in Spanish, Piano accom. Alberto S. Caceres
- 10304 Iris—Inno al sole (Mascagni). Columbia Band
- 25949 Ida and Dot Polka (F. H. Losey). Besses o' th' Barn Prize Brass Band
- 25952 The Morris Dance (Ed. German). Besses o' th' Barn Prize Brass Band
- 25960 Weymouth Chimes (J. S. Howgill). London Military Band
- 25972 Pierrot (Wm. H. Hutchison) Baritone solo, Piano accom. Horatio Connell
- 25973 Absent (John W. Metcalf) Baritone solo, Piano accom. Horatio Connell
- 25976 O Star of Eve, from "Tannhauser" (Wagner) Baritone solo, Piano accom. Horatio Connell

TWELVE-INCH ONLY.

- 3377 Home, Sweet Home (John Howard Payne) Soprano solo, Piano accom. Miss Ruth Vincent

COLUMBIA GOLD MOULDED RECORDS.

- 32912 The Irish American—March and Two-step (Geo. M. Cohan). Columbia Orchestra
- 32913 All Hail the Power of Jesus' Name (Oliver Holden) Male voices, unaccompanied. Columbia Quartette
- 32914 Gretchen (Wm. H. Penn) Baritone and tenor duet, Orch. accom. Collins and Harlan
- 32915 Battle Hymn of the Republic (Julia Ward Howe) Baritone solo, Orch. accom. George Alexander
- 32916 Free as a Bird (Mary S. B. Dana) Baritone Solo, Orch. accom. George Alexander
- 32917 Jessamine—Coon song (Albert Gumble) Baritone solo, Orch. accom. Arthur Collins
- 32918 Pretty Desdame (F. Collis Wildman) Baritone solo, Orch. accom. Arthur Collins
- 32919 Nothing Like That in Our Family—Comic (Seymour Furth) Tenor solo, Orch. accom. Will F. Denny
- 32920 You're a Grand Old Rag (Geo. M. Cohan) Tenor solo, Orch. accom. Billy Murray
- 32921 If You Can't Say Something Good, Don't Say Nothing at All (Thardo) Baritone solo, Orch. accom. Bob Roberts
- 32922 Moving Day—Coon song (Harry von Tilzer) Baritone solo, Orch. accom. Bob Roberts
- 32923 Uncle Quit Work, Too (Jean Havez) Baritone Solo, Orch. accom. Bob Roberts
- 32924 It's the Same Old Girl (Benjamin H. Burt) Baritone solo, Orch. accom. Frank C. Stanley
- 32925 By the Light of the Honey-moon (James O'Dea and Anna Caldwell) Baritone solo, Orch. accom. Frank C. Stanley
- 32926 Sunday-school Picnic at Pumpkin Center—Descriptive (Cal. Stewart) Laughing Story Mr. and Mrs. Cal. Stewart and Columbia Quartette
- 69304 Iris—Inno al sole (Mascagni). Columbia Band

NEW EDISON GOLD MOULDED RECORDS.

- Edison Gold Moulded Records are made only in Standard size. Both Standard and Concert Records may be ordered from this list. Order by number, not title. If Concert Records are wanted, give the number and letter C.
- 9266 Everybody Works but Father—Humoresque (Havez-Bellstedt). Edison Concert Band
 - 9267 My Little Dutch Colleen (Mullen) Dutch-Irish waltz song, Orch. accom. Ada Jones
 - 9268 Jessamine (Gumble) Coon love song, Orch. accom. Arthur Collins
 - 9269 Colleen Bawn (Helf) Irish march song, Orch. accom. Harlan and Stanley
 - 9270 La Traviata—Concert Waltz (Verdi-Popp) Flute solo, Orch. accom. Eugene C. Rose
 - 9271 Keep on the Sunny Side (Morse) Motto song, Orch. accom. Byron G. Harlan
 - 9272 Let the Lower Lights be Burning (Bliss) Gospel hymn, Orch. accom. Anthony & Harrison
 - 9273 Then You'll Remember Me (Balfe) Sung by soprano, Orch. accom. Marie Narelle
 - 9274 Imperial Life Guard March (Gardes du Corps) (Hall). Edison Military Band
- NEW MINSTREL SERIES.
- 9275 At the Minstrel Show—No. 1 Grand introductory overture, "Around the World," by the entire Company. Edison Minstrels

- 9276 At the Minstrel Show—No. 2. Introducing the First Edition End Men, Arthur Collins and Byron G. Harlan and Mr. Collins' end song, "When the Days Grow Longer," with Orch. accom. and quartette chorus. Edison Minstrels
- 9277 At the Minstrel Show—No. 3. Introducing the Second Edition End Men, Len Spencer and Lilly Murray and the descriptive tenor ballad, "The Lighthouse by the Sea," sung by Harry McDonough with Orch. accom. and quartette chorus. Edison Minstrels
- 9278 At the Minstrel Show—No. 4. Introducing Will F. Denny's monologue specialty, "A Matrimonial Chat" and comic song, "It's All a Matter of Taste," with Orch. accom. Edison Minstrels
- 9279 At the Minstrel Show—No. 5. Introducing Len Spencer and Lilly Murray in their witty rapid-fire comedy conversation entitled "The Jokesmiths" and parody "Everybody Jokes but Father," with Orch. accom. Edison Minstrels
- 9280 At the Minstrel Show—No. 6. Plantation Sketch, "A Darktown Serenade," by the entire company. Edison Minstrels
- 9281 Sorella (La Mattheiche) (Gallini) Marche Espagnole. Edison Military Band
- 9282 Anxious (Kendis & Paley) Soprano and tenor duet, Orch. accom. Miss Hoy and Mr. Anthony
- 9283 Good-Bye, Sweetheart, Good-Bye. (Hatton) Orch. accom. Frank C. Stanley
- 9284 Dramatic Overture (Schauspiel) (Bach). Edison Symphony Orchestra
- 9285 When the Mocking Birds are Singing in the Wildwood (Blanke) Descriptive song, Orch. accom. Irving Gillette
- 9286 Pretty Pond Lilies (Hall) Bells solo, Orch. accom. Albert Benzler
- 9287 Traveling (Botsford) Comic male duet, Orch. accom. Collins and Harlan
- 9288 So Long, Mary (Cohan) Orch. accom. and Male Chorus. Ada Jones
- 9289 Chopin's Funeral March (Chopin). Edison Concert Band

LATEST VICTOR RECORDS.

- DESCRIPTIVE SPECIALTY BY HARLAN AND STANLEY, WITH ORCH. ACCOM.
- 31512 Two Rubes in an Eating House. (12)
- COMIC SONG BY EDWARD M. FAVOR, WITH ORCH.
- 4667 La Tl-dly I-dly Um. (10)
- DESCRIPTIVE SPECIALTIES BY MISS JONES AND MR. SPENCER.
- 4670 Mandy and Her Man—Orch. accom. (10)
 - 31519 Maggie Clancey's Grand Piano—Piano specialties. (12)
- VICTOR ORCHESTRA, WALTER B. ROGERS, CONDUCTOR.
- 4587 Priscilla—Colonial Two-step. Henry (8)
 - 4668 La Sorella March. Gallini (8)
- BELL SOLO BY CHRIS. CHAPMAN, WITH ORCH.
- 4613 Belle of the West—Schottische. Selling (8)
- XYLOPHONE SOLO BY PETER LEWIN, WITH ORCH.
- 4664 Rakoczy March. (8)
- TENOR SOLOS BY HARRY MACDONOUGH, WITH ORCH.
- 4665 When the Mocking Birds are Singing in the Wildwood. Blanke (8)
 - 4672 My Old Kentucky Home. Foster (8)
- TENOR SOLOS BY BILLY MURRAY, WITH ORCH.
- 4658 Good-Bye, Maggie Doyle, Jerome & Schwartz (8)
 - 4634 The Grand Old Rag—From "George Washington, Jr." Cohan (8)
- BASS SOLO BY FRANK C. STANLEY, WITH ORCH.
- 4160 Star Spangled Banner. Key (8)
- DUET BY DUDLEY AND MACDONOUGH, WITH ORCH.
- 4666 Dreaming Love of You. Harris (8)
- COMIC SONG BY EDWARD M. FAVOR, WITH ORCH.
- 4667 La Tl-dly I-dly Um. (8)
- DESCRIPTIVE SPECIALTY BY MISS JONES AND MR. SPENCER WITH ORCH.
- 4670 Mandy and Her Man—Negro sketch. Spencer (8)

NEW RED SEAL RECORDS.

- ENRICO CARUSO, TENOR, WITH ORCH.
- 87001 Do Quella Pira (That Dark Scaffold) Trovatore. Verdi (10)
 - 88001 M'appari (Ah! So Pure) Martha Plotow. Verdi (12)
 - 88002 Racconto di Radolfo (Rudolph's Recital, Act I.) La Boheme. Puccini (12)
 - 88003 Salut, demeure (Salve! dimora) Faust. Gounod (12)
 - 88004 Spiro gentil (Sprit So Fair) Favorita Donizetti (12)
- MME. MARCELLA SEMBRICH, SOPRANO, WITH ORCH.
- 88007 Caro Nome (Dearest Name) Rigoletto. Verdi (12)
 - 88021 Mad Scene—Lucia Donizetti (12)
 - 88022 Ernani involami (Ernani, Fly with Me) Ernani. Verdi (12)
 - 88023 Parla Valse. Arditi (12)
- ANTONIO SCOTI, BARITONE, WITH ORCH.
- 88030 Credo—Otello. Giuseppe Verdi (12)
- M. EGL PLANCON, BASS, WITH ORCH.
- 88034 Air du Tambour Major—Le Cid. Thomas (12)
- MARCEL JOURNET, BASS, WITH ORCH.
- 64035 Vecchia zimara (The Coat Song) La Boheme. Puccini (10)
 - 74039 La Marseillaise. De Lisle (12)
 - 74006 Song to the Evening Star—Tannhauser. Wagner (12)
- ELLISON VAN HOOSK, TENOR, WITH ORCH.
- 74007 Seleste Aida—Aida. Verdi (12)

NEW ZON-O-PHONE RECORDS.

- ZON-O-PHONE CONCERT BAND.
- 426 Blue Jackets March
 - 427 Doozic March and Two-Step.
 - 428 Scotch, Irish and English Airs—Grand Fantasia.
 - 429 Tone Pictures of the 71st Regiment Leaving for Cuba.
 - 430 Torchlight Dance.
- HAGER'S ORCHESTRA.
- 431 Egyptian Midnight Parade.
 - 432 In the Clock Store.
 - 433 Jolly Coppersmith.
 - 434 Miss Dolly Dollars Waltzes.
 - 435 Wonderland—Medley Two-step.
- SONGS WITH ORCHESTRA ACCOMPANIMENT.
- 436 Anxious. Harry Tally
 - 437 Belle of the Ball. Lyrone G. Harlan
 - 438 Ghost of the Banjo Coon. Arthur Collins
 - 439 G. O. P. Billy Murray
 - 440 I Like Your Way. Byron G. Harlan
 - 441 It's the Same Old Girl. Frank C. Stanley
 - 442 Jessamine. Arthur Collins
 - 443 L-A-Z-Y Spells Lazy (Coon duet) Collins & Harlan
 - 444 Mother, I'm a Rose on Me. Billy Murray
 - 445 My Dusky Rose. Harry Tally
 - 446 Niggeh Love His Possum. Collins and Harlan
 - 447 Night Trip to Buffalo. Colonial Quartette
 - 448 Norah My Irish Rose. Billy Murray
 - 449 The Heart Bowed Down. Alan Turner
 - 450 We Parted As the Sun Went Down. F. C. Stanley

INTERNATIONAL RECORD CO.'S LATEST.

- METROPOLITAN BAND OF NEW YORK.
- 356 Coronation March—From "Le Prophet."
 - 357 Quartette from Opera "Rigoletto"
 - 358 Overture to "William Tell."
 - 359 Valse, Invitation to the Dance (Weber)
 - 360 La Sorella (March, Espanola.)
- DESCRIPTIVE QUARTETTES, BY THE RAMBLERS.
- 1306 Farmyard Medley.
 - 1307 Trip to the County Fair.
 - 1308 Camp Meeting Jubilee.
 - 1309 Steamboat Medley (Boat leaving the Wharf at New Orleans.)
- TENOR SOLOS BY BILLY MURRAY, ORCH. ACCOM.
- 2099 Cheyenne (Shy Ann.)
 - 2101 Moonlight
 - 2103 Please Save the Last Dance for Me.
 - 2104 Near the Green Banks of the River.
- BARITONE SOLOS BY ARTHUR COLLINS, ORCH. ACCOM.
- 1640 You Look Awful Good to Father.
 - 1641 Let Me See You Smile.
- BANJO SOLOS BY VESS L. OSSMAN.
- 3001 Yankee Land.
 - 3002 St. Louis Tickle.
 - 3003 The Gay Gossoon.
 - 3004 Little Johnny Jones Medley. "Yankee Doodle Boys," "Boston Lowsou" and "Give My Regards to Broadway."
 - 3005 Silver Heels

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The Udell Works, 1210 W. 28th St., Indianapolis, U. S. A.

- BARITONE SOLOS BY JOE BROWN, ORCH. ACCOM.
 3011 What are You Going to Do When Your
 Clothes Wear Out?
 3012 She Looks Good To Me
 3013 When You're Away
 TENOR SOLO BY BILLY MURRAY, ORCH. ACCOM.
 3018 If Washington Should Come to Life To-day
 From "George Washington, Jr."
 CORNET SOLO BY MR. J. DOLAN, ORCH. ACCOM.
 3042 Fantasia of Irish Airs, with Variations
 BARITONE SOLO BY DAN W. QUINN, ORCH. ACCOM.
 3055 Old Man Shee
 BARITONE SOLO BY WM. FREDERICKS, ORCH. ACCOM.
 3074 Ode to Bacchus

BULLETIN No. 4, AMERICAN RECORD CO.

- REGIMENTAL BAND OF THE REPUBLIC.
 031332 Boston Commandery March—An old-time
 favorite.
 031333 Come, Come Caroline.—Popular European
 Two-step.
 031334 Silence and Fun.—A bit of rag-time.
 031335 Up the Street.—A Harvard March.
 AMERICAN SYMPHONY ORCHESTRA.
 031336 Gambrinus Polka.—Introducing bells.
 031337 La Soiree Waltz—Easy glide for dancing.
 031338 La Sorella.
 031339 Over the Hot Sands (Arab Patrol)—Mem-
 ories of the Mystic Shrine.
 CORNET SOLO, ORCH. ACCOM.
 031340 Riding Through the Glen.—Song and dance.
 ARTHUR COLLINS, ORCH. ACCOM.
 031341 The Ghost of the Banjo Coon—Very
 catchy Williams and Walker
 031342 The Parson and the Turkey—Another
 "Preacher and the Bear."
 031343 What's the Use of Knocking When a Man
 is Down?—Popular coon song.
 COLLINS AND HARLAN, ORCH. ACCOM.
 031344 Little Red Papoose—Indian Music
 031345 Out in An Automobile.—Waltz song, de-
 scriptive
 BYRON G. HARLAN, ORCH. ACCOM.
 031346 Keep on the Sunny Side
 HARLAN AND STANLEY.
 031347 Two Rubes and a Tramp Fiddler—Comic
 Rube Sketch.
 HOWARD BLACKBURN, ORCH. ACCOM.
 031348 Absence Makes the Heart Grow Fonder
 FRANK C. STANLEY, ORCH. ACCOM.
 031349 When the Mocking Birds are Singing in
 the Wildwood.
 STANLEY AND BURR, ORCH. ACCOM.
 031350 The Crucifix
 VASSAR GIRLS' QUARTETTE.
 031351 A Mother's Lullaby.
 HARRY TALLY, ORCH. ACCOM.
 031352 Smile On Me.
 BILLY MURRAY, ORCH. ACCOM.
 031353 I Want Somebody to Love Me
 STEVE PORTER, ORCH. ACCOM.
 031354 I Wish They'd Do It Now
 LEN SPENCER (DESCRIPTIVE).
 031355 Arkansas Traveller.

LIST OF 7-INCH RECORDS.

- REGIMENTAL BAND OF THE REPUBLIC.
 184 Belle of Chicago March
 185 Manhattan Beach March
 AMERICAN SYMPHONY ORCHESTRA.
 186 King Carnival March
 187 Oriental Echoes
 WHISTLING SOLO, JOE BELMONT, ORCH. ACCOM.
 188 The Whistler and His Dog
 ARTHUR COLLINS, ORCH. ACCOM.
 189 Is Everybody Happy?
 COLLINS AND HARLAN, ORCH. ACCOM.
 190 Sousa's Band is On Parade To-day
 BILLY MURRAY, ORCH. ACCOM.
 191 You're a Grand Old Rag
 192 When Mose with His Nose Leads the Band
 193 Good-bye, Sweet Maggie Doyle
 BYRON G. HARLAN, ORCH. ACCOM.
 194 Let Me Write What I Never Dared to Tell
 MALE QUARTETTE.
 195 In the Golden Autumn Time, My Sweet Elaine...

APRIL LIST OF IMPERIAL RECORDS.

- TENOR SOLOS BY BYRON G. HARLAN, WITH ORCH. ACCOM.
 44747 An Evening Song..... J. Blumenthal
 44748 Go to Sea..... G. H. Trotere
 44749 Farewell, My Little Yo San..... B. Scott
 44750 The Gift..... G. H. Bahrend
 44751 Love's Coronation..... Florence Aylward
 44752 Roses..... S. Adam
 44762 Mona
 BARITONE SOLOS BY ARTHUR COLLINS, WITH ORCH. ACCOM.
 44753 Forty-five Minutes from Broadway...Geo. Cohan
 44754 My Dusky Rose..... Tom Allen
 44755 I'm Getting Sleepy..... George Hollander
 44756 The Ghost of the Banjo Coon..... Jas. O'Dea
 44770 Rastus Johnson, U.S.A..... Williams
 44771 Johnny Morgan..... Van Alstyne
 44772 Egypt..... Kommer
 44774 I'll Be Back in a Minute, But I Got to Go
 Now..... Ingraham
 44769 The Parson and the Turkey..... Longbrake
 44773 Cheyenne..... Williams and Van Alstyne
 TENOR SOLOS BY BYRON G. HARLAN, WITH ORCH. ACCOM.
 44757 Just a Little Rocking Chair and You...T. Morse
 44758 Keep on the Sunny Side..... Theo. Morse
 44759 One Called Mother, and the Other Home.
 Sweet Home..... Theo. Morse
 44760 When the Whip-poor-will Sings. Marguerite...
 44761 Is There Any Room in Heaven for a Little
 Girl Like Me?
 TENOR SOLO BY BILLY GOLDEN, WITH ORCH. ACCOM.
 44763 Roll on the Ground
 44764 A Mixed Ale Party
 TENOR SOLOS BY GEO. P. WATSON, WITH ORCH. ACCOM.
 44765 German Hunters' Song
 44766 Lauterback
 With Piano Accompaniment.
 44767 Hush, Don't Wake the Baby
 44768 Ellis' Baby Song.

A handsomely printed pamphlet has just been issued by the Hawthorne & Sheble Mfg. Co., of Philadelphia, in which they illustrate their line of flower horns in their natural colors. They are mailing copies of this pamphlet free to all interested parties. Nicely constructed printed matter is the best salesman any manufacturer can employ, and we congratulate the Hawthorne & Sheble Mfg. Co. for the attractiveness of the pamphlet in question.

HOPKINS BROS. CO. GREAT EDISON TRADE

(Special to the Talking Machine World.)

Des Moines, Ia., April 8, 1906.

Hopkins Bros. Co., of this city, recently received a carload shipment of Edison phonographs and records to meet the demands of their business. The call for this line of goods has become so great that the Edison Co. are making the Des Moines and Fort Dodge stores the headquarters for all the trade of the State and for as much of the territory outside of the State as they can reach, in order to cut down trouble in handling orders.

The business of the Hopkins Bros. Co. has grown to such an extent that they will in the near future remodel their store, to make arrangements for 15,000 records and raising their present office eight feet and placing private booths in this place, where parties can be shown the goods unobserved.

When completed, the company will have room

for more than fifty thousand records, and for between two and three hundred machines.

AN EASTER WINDOW DISPLAY.

An Easter phonographic display is the conception of one of the uptown dealers. He has arranged several of the floral horns in his windows, and has filled them with artificial flowers suitable to the occasion, while imitation rabbits are supporting other horns which contain brightly colored eggs. Records sung by prominent artists, with songs and hymns appropriate to that festival, form a background and setting. The window attracts every passerby, and has been the means of selling a number of instruments.

The Strong & Williams Co., of East Orange, is a corporation which filed a certificate in New Jersey last week for the purpose of manufacturing phonographs and graphophones. Capital, \$500,000. Incorporators: James Strong, W. R. Williams, E. Williams, all of East Orange.

A Line That Goes Well With Talking Machines

Prices From \$9 to \$250

Write for Catalogue and Prices

JACOT Music Box Co. 39 Union Sq., New York

The Imperial Record

which, as everybody knows, is the best made,

is now retailed at

Sixty Cents



Mr. Dealer:

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

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

Send for our complete alphabetically arranged list of all makes of records.

INJUNCTION AGAINST OLIVER.

The Tea Tray Co., of Newark, N. J., Secure Order from United States Circuit Court for Infringement of Clamp Crane.

In the suit of the Tea Tray Co., of Newark, N. J., against Ellis S. Oliver, for infringement of patent No. 751,204, covering their No. 20 clamp

crane, an injunction has been issued by the United States Circuit Court of the District of New Jersey, which reads as follows:

"Whereas, The Tea Tray Company of Newark, N. J., lately exhibited its bill of complaint, in the Circuit Court of the United States, for the District of New Jersey, against you, the said Defendant, praying to be relieved touching the matters therein complained of, and especially that you, Ellis S. Oliver, and all acting under you, may be restrained from further infringing the Patent and the right of the said complainant in the premises, in the said bill mentioned, in any way, or manner, contrary to law or equity:

"We, therefore, in consideration thereof, and also of the particular matters in the said bill set forth, do strictly command and enjoin you, the said Ellis S. Oliver, your servants, workmen and agents, and all others acting under or with you, and each and every one of you, that henceforth you do absolutely and forever entirely desist and refrain from the further constructing, or using, or selling, in any way or manner directly or indirectly, or in anywise counterfeiting or imitating the invention claimed in claims one and two of said Patent, or any part thereof, or any horn-supporting device made in accordance therewith, or from in any manner infringement upon the said claims one and two of said Letters Patent, or upon complainant's rights thereunder. Witness the Honorable Melville W. Fuller, Chief Justice of the Supreme Court of the United States, at Trenton, this twenty-second day of January, A. D. 1906, and in the one hundred and thirtieth year of the Independence of the United States. (Signed) H. D. Olliphant, Clerk of Circuit Court."

The Tea Tray Co. state in this connection that the suit against Oliver has been terminated with the issuance of this injunction, and added: "He will therefore no longer make or sell such a crane, and we wish to say further that we shall similarly enforce our rights against any other persons or companies who infringe either in making, selling or using cranes of this kind. We are the sole manufacturers of these goods, and all dealers and users are hereby warned to handle, purchase and use only our products. As heretofore, the Tea Tray Co., of Newark, N. J., stands ready to supply this crane to the trade, and all orders will receive careful attention."

Everybody wants them!
SOFTERTONE
Needles & attachments



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

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

Play Six Records

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

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

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

FOR SALE BY **LYON & HEALY CHICAGO**

ENTERTAINMENT BY WIRE.

Reproductions of Graphophone Talks and Songs by Telephone Proves a Great Success at the Annual Banquet of the Ad. Men's League in Portland—Remarkable and Highly Interesting Demonstration.

At the annual banquet of the Ad. Men's League, held recently in the spacious Hall of the Commercial Club in Portland, Ore., one of the novel features of the evening was a reproduction of graphophone talks and songs over the telephone which were plainly heard and enjoyed by all the banqueters. The local telephone company, at great expense, wired the hall so as to connect with their telephone system outside and with the Columbia Phonograph Co., six blocks from the dining hall. Suspended from the ceiling, in various parts of the hall, were graphophone horns attached to telephone receivers. The banqueters were amazed to hear actual conversations, over the telephone, coming from long-distance points. The genuine telephone messages sounded somewhat blurred and indistinct, but the graphophone sounded distinct, without the slightest metallic ring or buzz. It was placed opposite a telephone transmitter in the sales-room of the Columbia Phonograph Co., and played various selections. It proved so much more of a success than the actual vocal messages, that it was substituted for a genuine song and dance.

Murray and Mack, comedians at one of the local theatres, had been engaged to render one of their songs over the telephone. As a result of a previous rehearsal it was discovered, says the Columbia Record, that if they sang into the graphophone and the machine was used to transmit the music through the telephone system, the result was far more clear and pleasing than if they had sung directly into the telephone. As a consequence their selections were rendered in this way. The diners supposed they were listening to Murray and Mack direct, when as a matter of fact they were listening to the song sung earlier in the day and then coming to them from a Columbia record via the telephone. Owing to the number of horns the words and the music were exceedingly clear and soft, producing a very pleasing effect. The arrangements which resulted so successfully were in charge of Manager Smith, of the Columbia Phonograph Co., in Portland. The Ad. Men's League tendered a vote of thanks to the telephone company and to the Columbia Phonograph Co., thus recording their appreciation of what they pronounced to be the chief hit of an occasion which was as full of hits as a porcupine is full of quills.

COLUMBIA IN PETERBORO.

The Columbia Phonograph Co. has appointed Charles Munden agent for their line in Peterboro, Ont.

Mr. Dealer:

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

Victor Jobbers.

STANLEY & PEARSALL,

541 Fifth Avenue, N. Y.



BETTINI PHONOGRAPH CO.

LIMITED

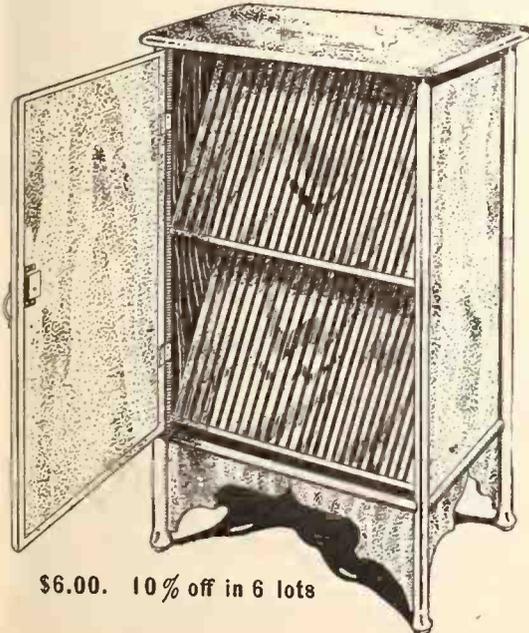
THE MOST CENTRALLY LOCATED JOBBERS OF

All Phonographs, Supplies and Accessories.

156 West 23d St., Adjoining 6th Ave., NEW YORK
Telephone, 3173 Chelsea.

NOTE THE FOLLOWING STORES:

- J. DIEHM, 490 Myrtle Ave., Brooklyn.
- F. A. BAKER, 1080 Bedford Ave., Brooklyn.
- SOL LAZARUS, 1058 First Ave. and 1428 First Ave., New York City.
- J. J. DOYLE, 152 Montgomery St., Jersey City.
- WARNER & SETTANNI, 1372 Broadway, Brooklyn.
- F. G. LOEFFLER, 245 Bergenline Ave., Union Hill, N. J.; also 370 Central Ave., Jersey City, N. J.
- B. G. WARNER, 117 Court St., and 1213 Bedford Ave., Brooklyn.
- P. SETTANNI, 1836 Fulton St., Brooklyn.



\$6.00. 10% off in 6 lots

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.

Deliveries from our Four Stores affords Dealers in Chicago and vicinity the very best and most complete service on

COLUMBIA DISC, TONE ARM GRAPHOPHONES AND DISC RECORDS

Most Comprehensive Stock in Chicago

L. FISH FURNITURE CO.,

Main Store: 1906-1908 Wabash Ave., CHICAGO

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., Pittsburg, Pa.

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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

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EDISON JOBBER
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Columbia Graphophones,
DISC AND CYLINDER RECORDS
AND SUPPLIES.

No order too large. None too small.

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

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and

Victor Talking Machines

Supplies of all kinds
Largest Stock of Records

Write for our prices on Horns and Stands

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Western Distributors for the

VICTOR COMPANY.

It's worth while knowing, we never
substitute a record.

If it's in the catalog we've got it.

DUBUQUE, IOWA.

H. R. BONFOEY,

BINGHAMTON, N. Y.

We make a specialty of placing
COLUMBIA CYLINDER products
in your hands in the shortest
possible time. A trial is all I ask.

Minnesota Phonograph Co.

ST. PAUL MINNEAPOLIS
37 E. 7th Street 518 Nicollet Avenue

Edison Phonographs and Records

ALL MACHINES, RECORDS AND SUPPLIES

Write for Prices on Supplies.

Orders filled same day as received.

COLUMBIA ORDERS

for the New CYLINDER GRAPHOPHONES,
equipped with the New Spring Contact Reproducers and Columbia X P Records, executed
same day as received by

SPALDING & CO.

SYRACUSE, N. Y.

KLEIN & HEFFELMAN CO.

Canton, OHIO.

Edison & Victor

MACHINES, RECORDS AND SUPPLIES

Quickest service and most complete stock in Ohio

Jacot Music Box Co.,

39 Union Sq., New York.

Mira and Stella Music Boxes.

Edison and Victor Machines
and Records.

ATTENTION!

"When Gable Blows the Trumpet"
he's ready to deliver the goods.

Columbia Graphophones, Records and Supplies

Dr. A. M. GABLE, Shamokin, Pa.

PACIFIC COAST HEADQUARTERS FOR

EDISON PHONOGRAPHS AND RECORDS.

Peter Bacigalupi,

786 Mission Street, SAN FRANCISCO, CAL.

H. B. CLAFLIN & CO.

Worth and Church Sts., New York City

JOBBERS OF THE COMPLETE

COLUMBIA LINE

DISC AND CYLINDER

PROMPT SERVICE ASSURED

BALL-FINTZE CO.

NEWARK, OHIO

Largest Stock Columbia Cylinder Records
and Graphophones in Ohio.

Prompt Shipments.

EDISONIA CO.

NEWARK, N. J.

All Talking Machines
and General Supplies

CLARK, HORROCKS & CO.,

Utica, N. Y.

Unexcelled Service on COLUMBIA GRAPHOPHONES

Records and Supplies.

Complete stock of all New Types. New Catalogue
now ready.

NEW ENGLAND

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Machines, Records and Supplies.

THE EASTERN TALKING MACHINE CO.

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LEWIS TALKING MACHINE CO.

15 So. Ninth Street,
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LARGE STOCK

PROMPT SERVICE

Let us handle your March Record Order as a trial
and you will quickly see who can best
care for your wants.

Victor Talking Machines and Records

SELF-PLAYING PIANOS.

Catalogs and Prices on Application.

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Los Angeles,
Seattle.

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COLUMBIA

Tone Arm Disc and New Cylinder Graphophones

Large Stock

Prompt Service

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 May list.

Leading Jobbers of Talking Machines in America

PERRY B. WHITSIT L. M. WELLER
PERRY B. WHITSIT CO.,
 213 South High Street, Columbus, Ohio.

Edison Phonographs and Records **JOBBER** Victor Talking Machines and Records

Most complete line of Talking Machines, Records and Supplies in the west. Orders filled promptly

Columbus Representatives

COLUMBIA Cylinder Graphophones AND RECORDS.

You will find it to your advantage to give
LANGLEY @ WINCHELL
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 A chance at your **COLUMBIA WANTS**
 Complete Disc and Cylinder Stocks

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

PITTSBURG PHONOGRAPH CO.

VICTOR and EDISON
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Largest and most complete stock of Talking Machines and Records in Western Pennsylvania.

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RECORDS and SUPPLIES.

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Authorized **COLUMBIA** Distributors

ALL ORDERS PROMPTLY and COMPLETELY FILLED

DENHOLM & McKAY CO.
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EXCLUSIVE **COLUMBIA** JOBBERS
 Disc and Cylinder

If it's in the Catalogue we have it in large quantities

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for

COLUMBIA

Disc and Cylinder Graphophones and Records
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HIBBARD, SPENCER, BARTLETT & CO., Chicago

Portland Talking Machine Co.
 PORTLAND, MAINE

Just Received—Complete Stocks

COLUMBIA DISC AND CYLINDER GRAPHOPHONES

Disc and Cylinder Records
 Prompt attention given all Orders

SEAVEY BROS.

HAVERHILL, MASS.

We can make Immediate Shipment of
 All Orders for

Columbia Graphophones and Records

Give us a Try, and you will try again

W. C. De Forest & Son
 SHARON, PA.

COLUMBIA GRAPHOPHONES

RECORDS AND SUPPLIES.

We Never Substitute, We have the Goods and ship what you want promptly.

IF YOU'RE IN WESTERN MICHIGAN
 it will be money in your pocket to order

Victor Machines and Records

... of ...

JULIUS A. J. FRIEDRICH

30-32 Canal Street, Grand Rapids, Michigan

Our Motto: Quick Service and a Saving
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Eclipse Phonograph Co.,
 Hoboken, N. J.

Jobbers of Edison Phonographs and Records.

Best deliveries and largest stock in New Jersey

Price Phonograph Company,
EDISON Jobbers

Phonographs—Records—Supplies

NOTICE—If you have anything new write us.

MAIN STORE—1260 Broadway, Brooklyn, N. Y.
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OHIO PHONOGRAPH CO., Youngstown, O.

LARGEST JOBBERS

Columbia Graphophones

DISC AND CYLINDER RECORDS IN OHIO

Orders promptly filled

CHARLES GIRVIN & COMPANY
 WILLIAMSPORT, PA.

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Disc and Cylinder Records and a Complete Line of Supplies

PROMPT SERVICE

JOHN F. ELLIS & CO.
 WASHINGTON, D. C.

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VICTOR Talking Machines

and **RECORDS** Wholesale and Retail

Largest Stock in the South

COMPLETE LINE
Columbia Cylinder Machines and Records.

W. D. ANDREWS, Syracuse, N. Y.

Just Received Large Stock New Spring
 Contact Reproducer Graphophone

S. A. FLOYD HARRISBURG, PA.

COLUMBIA Cylinder and

Disc GRAPHOPHONES

Columbia Disc and Cylinder Records.

Complete Stock Prompt Service

M. M. MARRIN & CO.

Grand Rapids, Mich.

Exclusive Columbia Jobbers. Complete Stock Disc and Cylinder Columbia Records and Graphophones.

All Orders Shipped Promptly

WILD BIDS FOR "TALKER."

Machine Worth \$10 Is Knocked Down at Auction for \$125 After Owner and Auctioneer Are Almost Mobbed by Would-be Purchasers.

A despatch from Darlington, Pa., under recent date, says: "The unusual spectacle of a group of music-loving farmers bidding up a second-hand \$10 phonograph to \$125 just because it rendered such popular songs as 'Nobody Works But Father' and 'Always in the Way' in good shape, was presented at an auction sale of William Fausnaught's furniture. Fausnaught operated the machine while the sale progressed and kept everyone in a good humor, and when the auctioneer put the music box under the hammer as the last article to be sold the crowd surged forward and the most spirited bidding occurred during the sale.

"As 'Nobody Works But Father' was being played one bidder exclaimed: 'I'll raise it from \$75 to \$100, Mr. Auctioneer; I must take that home to-night.' Another raised the bid \$5 and waved his greenbacks in the auctioneer's face, when the utmost excitement prevailed. The crowd surged backward and forward, knocking the auctioneer's stand from beneath him, and the operator of the phonograph was compelled to throw it on his shoulder and dash inside the house to keep it safe. The door was besieged

by the excited bidders, who thought someone had stolen it, but the auctioneer finally quieted them and knocked down the machine at \$125."

PHONOGRAPH SPOKE FOR HIM.

Lord Talbot Returned to Parliament Through Wife's Clever Idea.

One of the Unionist members of Parliament who lost his seat in the recent political upheaval in England, arrived in New York a few days ago, and in trying to explain exactly how it was that his Liberal opponent had unseated him, referred to the successful campaign waged in behalf of Lord Edmund Barnard Talbot, the member from the Chichester Division of Sussex, by his wife, Lady Mary Talbot.

A few days before he was to open his campaign for re-election, Lord Talbot, he said, went deer stalking and met with an accident that was serious enough to preclude all possibility of his conducting a personal campaign. Lady Talbot, a woman of great political sagacity, realized at once that unless somebody came to the rescue, her husband probably would be beaten.

Accordingly her ladyship procured a phonograph (of American manufacture), and into this instrument her husband spoke a dozen or so speeches. Then she arranged to visit every section of her husband's constituency. It was extensively advertised that Lady Talbot was to ap-

pear for Lord Talbot, and that she would be accompanied on her tour by the phonograph.

At every meeting where she appeared she was greeted by great crowds, who, admiring her pluck, assured her that her husband's accident was the best thing that could have happened for his campaign.

At each meeting, when the phonograph had been heard, Lady Talbot would herself make a speech, and, according to the Unionist ex-member, they were all bright and witty, and every bit as good as Lord Talbot could have made himself. The result of the novel campaign was the return of Lord Talbot to Parliament by a greatly increased majority.

Lord Talbot is 51 years old, and is heir to the Dukedom of Norfolk. He assumed the name Talbot in compliance with the will of the seventeenth Earl of Shrewsbury in 1876. His wife is the daughter of the seventh Earl of Abingdon.

Williams College, at Williamstown, Mass., have just consummated an arrangement with the Columbia Phonograph Co.'s New York office whereby graphophones will be used for the study of modern languages in the department of Romance languages at this well-known institution. This department is under the supervision of Professor A. H. Morton, who already has experimented with the graphophone in a most successful way.

With the Makers, Sellers and Users of Automatic Specialties

With the advent of spring the automatic business has taken on flourishing proportions, for the crowds drawn out of doors by the warming effect of the heightening sun's rays turn for amusement to the open-air palaces of music. March business was not up to expectations, owing to weather conditions, but April's opening days seem to presage a period of unusual prosperity. Manufacturers are working hard to get their new types on the market. Many of these machines are unique and inviting enough to tempt the most skeptical, and reflect great credit on those "men behind the gears," whose brains and untiring energy keep pace with the unchanging taste of the public.

In the March issue of this paper we made note of the fact that the Siegel-Cooper Co., one of the great department stores of this city, has installed an "automatic parlor," for the use of its patrons. This opens up a new field for the exploitation of these instruments, and one which will prove worth looking into. It is easy to prove their value, and no proposition could be fairer. You place the machine, the man makes you an initial payment and agrees to pay you the balance at, say, \$50 per month. Then he doesn't worry. The machine does the whole thing. The public file in and deposit the coin. You have the key to the cash depository, and once or twice a month you call and collect the welcome cash. The purchaser doesn't get a chance to divert the money coming to you until all bills are settled. The experience of manufacturers—of at least the better class of slot-controlled devices—is that the average monthly collections are in the neighborhood of \$40, so you can see about where all parties concerned come out on the deal.

Spring is now at hand, and all over the country plans are on foot for the opening of parks, pavilions, etc. These enterprises have been growing steadily for the past five years. Attractions seem to vie with one another in daring, hair-raising acts, until now it would surprise but few of the summer amusement seekers if some show came along and, repeating Roman history, placed a gladiator extravaganza on the boards. Millions of people visit these resorts, most of them having money to spend on that which takes their fancy. The way to succeed is not to hang back

The Roovers Automatic Electric Machine

Novelty,
Durability,
Strength
and
Appearance
Combined.
The Result of
20 years'
Experience
in the
Manufacture
of
High-Class
Automatic
Machines.

PRICE, \$25

ROOVERS BROS.
100 Schermerhorn St.,
BROOKLYN, N. Y.



—"butt in" and get your share. Nothing under the sun pays so well for a small outlay of capital as the slot parlor. Think it over, but not too long, lest you get left behind in the rush.

We are making an effort to interest the slot machine man and concessionaire in this paper. Each month there will be found interesting features so that it will pay to read The World every month. In our advertising pages will be found a large number of excellent features. Possibly you are the proprietor, the inventor or manufacturer of some such specialty. In that case we can find a market for your wares. Place your invention before the proper persons. You can do this in but one way, and that to advertise in a publication, like The World, which will reach the purchasers of such devices.

A PROGRESSIVE AMERICAN

Is G. E. Van Guysling Who Has Accomplished Much in the Moving Picture Field.

It is a fact not generally known that G. E. Van Guysling, vice-president and general manager of the American Mutoscope and Biograph Co., is one of the pioneers in the moving picture business. The first practical moving picture camera made was constructed under his supervision early in the year 1889 at No. 49 Ann street, New York City, for the United States Government as part of its equipment to be used in eclipse photography, in which service Mr. Van Guysling was detailed.

The interval of totality in eclipse work being extremely limited, combined with the general remoteness of its path, made it important to reduce the number of cameras and increase the pictures showing the different phases of the eclipse and corona. These conditions led to the building of this, the first successful moving picture camera, which rendered efficient service on the United States Astronomical Expedition to Africa the same year, was exhibited at the World's Fair, Chicago, 1893, and has since been in service on several important government expeditions.

In construction it followed somewhat the principle of the present-day camera. In the absence of film, negative glass plates, 1 1/2 x 2 inches, hinged by tape, supported on spools at either end, forming a continuous belt, were passed intermittently before the lens. The length of exposure of each plate was regulated by a pneumatic stop, operated from a commutator regulated by a chronograph. A shutter quite similar to that in use to-day was provided. Power to drive the

mechanism was derived from a suspended weight unwinding a cord from a spool on the main shaft. Mr. Van Guysling comes from one of the early Knickerbocker families of New York, is a 32d



G. E. VAN GUYSLING.

Degree Mason, Knight Templar, Shriner, Elk, lieutenant in the militia, also member of the Holland Society of New York, Society of Colonial Wars, and Sons of the Revolution.



1 CENT IS ALL IT WILL COST YOU to write for our big FREE BICYCLE catalogue showing the most complete line of high-grade BICYCLES, TIRES and SUNDRIES at PRICES BELOW any other manufacturer or dealer in the world.

DO NOT BUY A BICYCLE from anyone, or on any kind of terms, until you have received our complete Free Catalogue illustrating and describing every kind of high-grade and low-grade bicycles, old patterns and latest models, and learn of our remarkable LOW PRICES and wonderful new offers made possible by selling from factory direct to rider with no middlemen's profits.

WE SHIP ON APPROVAL without a cent deposit, Pay the Freight and allow 10 Days Free Trial and make other liberal terms which no other house in the world will do. You will learn everything and get much valuable information by simply writing us a postal.

We need a **Rider Agent** in every town and can offer an opportunity to make money to suitable young men who apply at once.

\$8.50 PUNCTURE-PROOF TIRES ONLY **\$4.80** PER PAIR

Regular Price \$8.50 per pair. To Introduce We Will Sell You a Sample Pair for Only (CASH WITH ORDER \$4.55)

4.80 NAILS, TACKS OR GLASS WON'T LET OUT THE AIR



NO MORE TROUBLE FROM PUNCTURES. Result of 15 years experience in tire making. No danger from THORNS, CACTUS, PINS, NAILS, TACKS or GLASS. Serious punctures, like intentional knife cuts, can be vulcanized like any other tire. Two Hundred Thousand pairs now in actual use. Over Seventy-five Thousand pairs sold last year.

DESCRIPTION: Made in all sizes. It is lively and easy riding, very durable and lined inside with a special quality of rubber, which never becomes porous and which closes up small punctures without allowing the air to escape. We have hundreds of letters from satisfied customers stating that their tires have only been pumped up once or twice in a whole season. They weigh no more than an ordinary tire, the puncture resisting qualities being given by several layers of thin, specially prepared fabric on the tread. That "Holding Back" sensation commonly felt when riding on asphalt or soft roads is overcome by the patent "Basket Weave" tread which prevents all air from being squeezed out between the tire and the road thus overcoming all suction. The regular price of these tires is \$8.50 per pair, but for advertising purposes we are making a special factory price to the rider of only \$4.80 per pair. All orders shipped same day letter is received. We ship C.O.D. on approval. You do not pay a cent until you have examined and found them strictly as represented.

We will allow a cash discount of 5 per cent (thereby making the price \$4.55 per pair) if you send FULL CASH WITH ORDER and enclose this advertisement. We will also send one nickel plated brass hand pump and two Sampson metal puncture closers on full paid orders (these metal puncture closers to be used in case of intentional knife cuts or heavy gashes). Tires to be returned at OUR expense if for any reason they are not satisfactory on examination.

We are perfectly reliable and money sent to us is as safe as in a bank. Ask your Postmaster, Banker, Express or Freight Agent or the Editor of this paper about us. If you order a pair of these tires, you will find that they will ride easier, run faster, wear better, last longer and look finer than any tire you have ever used or seen at any price. We know that you will be so well pleased that when you want a bicycle you will give us your order. We want you to send us a small trial order at once, hence this remarkable tire offer.

COASTER-BRAKES, built-up-wheels, saddles, pedals, parts and repairs, and everything in the bicycle line are sold by us at half the usual prices charged by dealers and repair men. Write for our big SUNDRY catalogue.

DO NOT WAIT but write us a postal today. DO NOT THINK OF BUYING a bicycle or a pair of tires from anyone until you know the new and wonderful offers we are making. It only costs a postal to learn everything. Write it NOW.

MEAD CYCLE COMPANY, Dept. "JL" CHICAGO, ILL.

THE RELIABLE SELF-PLAYING PIANO

\$\$\$

DOLLARS FOR THE
DEALER**PAYS BIGGER DIVIDENDS
THAN A BANK**

\$\$\$

DOLLARS FOR THE
CUSTOMER

Hundreds of thoroughly satisfied customers are testifying to the enormous earning capacity of our RELIABLE SELF-PLAYING PIANO. One man writes us that he has "averaged from \$18 to \$25 per week since the instrument was in-

stalled," and adds, "I can truthfully say I would not take \$1,000 for it were it impossible for me to duplicate it." Another says, "As to its earning capacity, it will earn from \$2.50 to \$5 per day," and we could give many more such letters.

**THIS IS OF INTEREST TO YOU,
MR. DEALER**

BECAUSE a piano that makes money for its owner is one which requires the *least effort to sell*, and *less effort to sell means*

more sales and that means larger dividends for you. We have the best paying proposition ever offered. The amusement season will shortly open and you ought to be in a position to show THE RELIABLE to every summer-resort owner, hotel proprietor or other interested party. Be the first in the field and secure the agency for your territory. Send at once for prices and terms.

COIN SLOT ATTACHMENT, :: ENDLESS MUSIC
ROLL, :: INDIVIDUAL PNEUMATICS, :: PLAYS ALL
THE LATEST MARCHES, WALTZS, TWO-STEPS, Etc.

AUTOMATIC MUSICAL COMPANY

OFFICE AND FACTORY: 22, 24 AND 26 HENRY ST.

BINGHAMTON, N. Y.



WITH NICKEL-IN-THE-SLOT ATTACHMENT.

NEWS OF THE TRADE.

The litigation between the Edison Kinetoscope Co., and the American Mutoscope & Biograph Co., New York, for years, has again resulted in favor of the latter. In a decision handed down recently by Justice Ray, of the United States Circuit Court, Southern District of New York, the court says: "After a careful consideration of the prior art and Edison's work and patent, it must be considered that complainant's invention, if there be one, is very narrow."

This is substantially the same view held by a concurrent decision of three judges of the United States Circuit Court of Appeals, Justice Wallace presiding, in the original case, which was first won by the Edison Co. and appealed by the Biograph Co. Judge Wallace's decision, while claimed as broadly in favor of the Biograph Co., intimated that the Edison Co. might be entitled to a patent on certain details of construction, and on the strength of this the Edison claims were narrowed and the patents re-issued. The Edison Kinetoscope Co. then brought suit a second time for an injunction and an accounting, but Judge Ray decided that in no respect can the defendant's biograph camera be regarded as an infringement. The decision serves to strengthen the mutoscope patents, which have never been contested, except in Germany, where they were carried to the court of highest record and their validity assured.

Justice Fitzgerald of the New York Supreme Court has denied an application for an injunction to restrain a dealer in automatic pianos and phonographs from operating a self-playing piano at his place of business on Broadway. The application was made by a dentist whose office is over the store, and who alleged that both his nerves and his business had suffered from the noise made by the piano. In deciding the matter, the court took the location of the store and office into consideration, saying that the premises were situated in one of the busiest sections of the city, "where, from the nature of things, noise and bustle are among the ordinary incidents to be continually expected."

The Automatic Novelty Co., 145 East 23d street, New York, are showing a number of first-class attractions in their 1906 catalogue. The adjustable Dumb Bell Lifter No. 2 has proved extremely popular, and is bringing money in hand over fist to its operators. This machine is made

entirely of iron, except an oak box in back. A large dial 14 inches in diameter registers 500. Large dumb bells 12 inches in diameter, equipped with electric bell attachment. This machine is substantially the same in operation as their dumb bell lift and grip developer, and is a winner. Among the other attractions the hat-puncher, Gloomy Gus and souvenir post card machines are bound to do a big business. Write for catalogue showing cuts and prices.

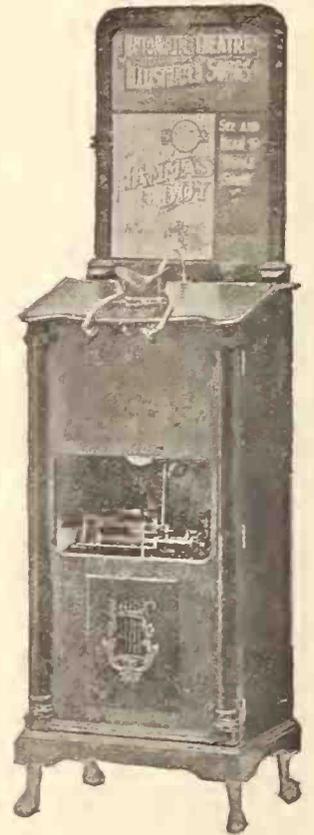
The Roovers Bros., of 100 Schermerhorn street, Brooklyn, have recently perfected an automatic electric machine, which they claim is "superior to any similar device ever placed on the market." And if one can judge by the amount of orders that keep piling in daily, this instrument goes far toward proving all they claim for it. Those who have tried it say that it gives a smooth and even electric vibration wholly unlike most of the older class, which either give no sensation or jerk your arms out of place, tying you up in a knot. These machines, when satisfactory, coin money for the owner, so it will pay you to look into the matter. A cut of the machine appears in their ad. in this issue.

One of the greatest time and even money savers ever invented, perhaps, is the Johnson's coin counter. The primary object of the patentee, J. M. Johnson (late of the United States Sub-Treasury) was to make the counting of coins easy, accurate and rapid. The machine perfected by him, and bearing his name, accomplishes all this. Counting coins by hand in places where millions of dollars are handled every month, is a prodigious task. Indeed, "counting cash" by large corporations and even by concerns handling only a few hundred dollars daily is no easy undertaking. It will therefore be understood that parlor, park or amusement men will find this instrument a boon when the day's receipts come to be gone over. Further information concerning this invention may be had by addressing the Automatic Department of this paper.

ILLUSTRATED SONG MACHINE.

One of the greatest marvels of the age is the illustrated song machine manufactured by the Rosenfield Manufacturing Co., 591 Hudson street, New York City, which is winning its way into a large measure of favor for arcades, cafes and all public places. An idea of the demand for these instruments may be estimated from the fact that over two thousand are already in use.

They have proven tremendously popular, and the reason is obvious. The combination of beautiful illustrations which tell the story of the song, makes a valuable adjunct to the song itself. And this is what this machine does. The most delicate shades of nature are shown in the reproductions, and the entire forms one of the most attractive specialties placed on the market in many a day. In New York the Automatic Vau-



ILLUSTRATED SONG MACHINE.

deville Co., Surprise Vaudeville Co., the People's Vaudeville Co., the Auditorium, the Decomo Co., and others handle many of them, and as it is in New York, so it is elsewhere. To operate this machine a storage battery is not necessary. By simply connecting this machine to an electric lighting circuit the machine is ready for operation. It is generally conceded that it is one of the greatest money makers ever placed on the market, and is worthy of investigation.

The Automatic Musical Instrument Co., of Wilmington, has been incorporated with the Secretary of the State of Delaware for the purpose of manufacturing musical instruments of all kinds. Capital stock, \$50,000.

Some Progressive Makers of Automatic Specialties

If there is anything you require in Slot Machines

CALL OR WRITE

New York Agent for F. S. ZIMMERMAN,
The Caille Bros. Co. 5 East 14th St., New York.
Detroit, Mich.

The man who sells the machines that get the money.

Special Hardened Black Cylinder

B & R RECORDS

Talking or Vocal, best talent, Spencer, Murray, Collins, Harlan, Macdonough and others, Your Own Name on Announcement on the record, in 100 lots, 21c. each.

A fine chance for dealers to advertise themselves. We furnish all the Phono. Parlors in the U. S.

BURKE & ROUS, 334-336 Fifth Ave., Brooklyn, N. Y.

NEW SLOT MACHINES

Adjustable Dumb Bell Lifter, Gloomy Gus Strength Tester, Hat Puncher, Souvenir Postal Card Machine, Souvenir Postal Cards, Etc.
AUTOMATIC NOVELTY COMPANY
145 E. 23d St., NEW YORK, N. Y.

Every Manufacturer 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.

American Mutoscope & Biograph Co.
11 E. FOURTEENTH ST., NEW YORK

The Mutoscope Oldest and Best Known
Slot Machine

"The Backbone of the Automatic Parlor Business"
Showing Moving Pictures in their Most Attractive Form

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

(Further particulars on inside back cover page)

Coin Operated Talking Machines
Coin Operated Illustrated Song Machines
Coin Operated Machines of all other types

THE ROSENFIELD MFG. CO.
591 HUDSON STREET, N. Y. CITY

Talking machine dealers and arcades can make good money by handling the Regal line of coin operating machines.

REGAL PIANO PLAYER CO., 891 Southern Boulevard, New York, N. Y.
(See ad. on front cover page.)

THE PIANOVA COMPANY,

Manufacturers of

44 AND 65 NOTE ELECTRIC PLAYERS

with or without nickel in the slot attachment

SECURE THE AGENCY NOW.

117-125 Cypress Avenue,

New York.

The Six Reasons

WHY

The PEERLESS Coin Operated Pianos differ from all others.

- I.—The quality of the PEERLESS is never lowered in order to join the race for quantity.
- II.—Excellence in construction. The PEERLESS is made by practical piano action makers, whose life study is care in detail and nicety in workmanship.
- III.—The PEERLESS is not merely built to sell. It is built to return full value to the purchaser and more too.
- IV.—Every user knows that the PEERLESS is noted for its freedom from breakdowns, that it never balks at critical moments.
- V.—It is the age of the individual instrument that counts. The purchaser of a PEERLESS gets an automatic instrument which has a "life expectancy" far greater than any other.
- VI.—The PEERLESS is the best Coin Operated Piano in the world. It is the Standard. Roth & Engelhardt, Props. Peerless Piano Player Co. are the originators of the first successful Coin Operated Pianos. They have received the Highest recognition at three Expositions, one an International one.



STYLE D.

Mobile, Feb. 12, 1906.

Messrs. E. E. Forbes Piano Co., Mobile, Ala.

Gentlemen:—I am very much pleased with the Peerless Coin Operated Piano, Style "D," which I bought from you, as you may imagine when I tell you that I have taken in on an average of \$205 per month from the nickel-in-the-slot box of the piano since I have had it.

Furthermore, I will say that the Piano has been no expense to me and has given very little trouble, and I believe it is now practically as good as when I got it. It has a fine tone and stays in tune well. It is a great success and the only electric piano I have ever seen that was a complete success and I will take pleasure in recommending it to any one.

(Signed) A. M. QUIGLEY.



STYLE 44.

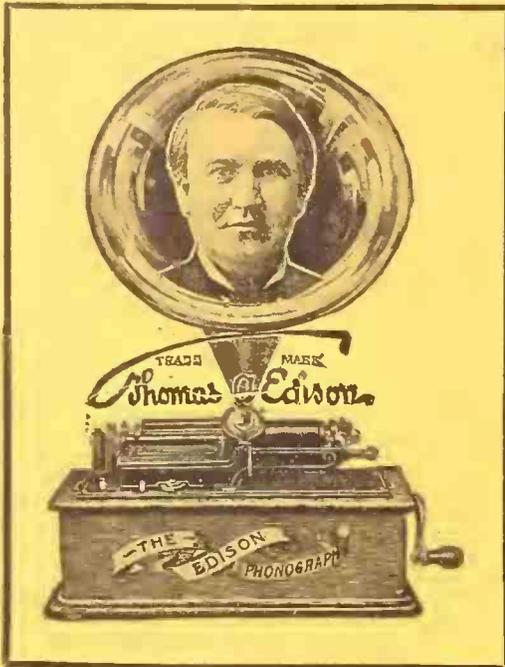
ROTH & ENGELHARDT

(Props. Peerless Piano Player Co.)

WINDSOR ARCADE

FIFTH AVENUE

NEW YORK



Edison Goods Fast Sellers

Dealers throughout the country corroborate our statement that Edison goods are fast sellers. They daily advise us of the high opinion the public have of Edison goods, and how easy it is to make big sales. The reason why they are in demand is because our extensive magazine and newspaper advertising, covering the entire United States and Canada, is acquainting the public with the many points of superiority of the Edison Phonographs and Records.

Edison dealers are successful, money-making business men, and it will pay you to become one of them. They realize $66\frac{2}{3}\%$ on every dollar invested in Edison Goods, and their interests are protected by prices being strictly maintained. Write to us now and we will tell you how to become a successful Edison Dealer.

How Edison Goods Sell

Gentlemen:

I think I can report the largest sale of Edison Records to one man taken at one time and without playing any of them. That was yesterday when we sold to one of our citizens sixteen dozen new Edison Records.

.....
Name and address on application.

National Phonograph Co., 59 LAKESIDE AVE.
ORANGE, N. J.

31 Union Square, New York

304 Wabash Avenue, Chicago, Ill.

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

Albany, N. Y.—Finch & Hahn.	Elmira, N. Y.—Elmira Arms Co.	New Bedford, Mass.—Household Furnishing Co.	Reading, Pa.—Reading Phonograph Co.
Allegheny, Pa.—Henry Braun.	El Paso, Tex.—W. G. Walz Co.	Providence—J. M. Dean Co., J. A. Foster Co., Household Furniture Co., J. Samuels & Bro., A. T. Scattergood & Co.	Richmond—Magruder & Co.
Allentown, Pa.—G. C. Aschbach.	Fitchburg, Mass.—Iver Johnson Sporting Goods Co.	New Haven—Pardee-Ellenberger Co.	Rochester—A. J. Deninger, Mackie Piano, O. & M. Co., Giles B. Miller, Talking Machine Co.
Astoria, N. Y.—John Rose.	Fort Dodge, Iowa—Early Music House.	New York City—Bettini Phonograph Co., Blackman Talking Machine Co., J. F. Blackman & Son, Sol Bloom, I. Davega, Jr., S. B. Davega, Douglas Phonograph Co., H. S. Gordon, Jacot Music Box Co., Victor H. Rapke, Siegel-Cooper Co., John Wanamaker, Alfred Weiss.	San Antonio, Tex.—H. C. Rees Optical Co.
Atlanta, Ga.—Atlanta Phono. Co., Phillips & Crew Co.	Fort Worth, Texas—Cummings, Shepherd & Co.	Fire Alarm Co.	San Francisco—Peter Bacigalupi.
Baltimore—E. F. Droop & Sons Co.	Gloversville, N. Y.—American Phono. Co.	Omaha—Omaha Bicycle Co., Neb. Cycle Co.	Savannah, Ga.—George R. Youmans.
Bangor, Me.—S. L. Crosby Co.	Harrisburg—S. K. Hamburger.	Oswego, N. Y.—Frank E. Bolway.	Schenectady, N. Y.—Finch & Hahn, Jay A. Rickard & Co.
Birmingham, Ala.—The Talking Machine Co.	Helena, Mont.—Frank Buser.	Paterson, N. J.—James K. O'Dea.	Scranton—Ackerman & Co., Technical Supply Co.
Boston—Boston Cycle & Sundry Co., Eastern Talk. Machine Co., Iver Johnson Sptg. Gds. Co., C. E. Osgood Co., Read & Read.	Houston—Texas Phono. Co.	Pawtucket—Pawtucket Furniture Co.	Seattle, Wash.—D. S. Johnston Co.
Brooklyn—A. D. Matthews' Sons, Price Phono. Co.	Hoboken, N. J.—Eclipse Phonograph Co.	Peoria, Ill.—Peoria Phonograph Co.	Sharon, Pa.—W. C. De Forrest & Son.
Buffalo—P. A. Powers.	Indianapolis—Indiana Phono. Co., Kipp Bros. Co., A. B. Wahl & Co.	Philadelphia—C. J. Heppe & Son, Lit Bros., Penn Phonograph Co., John Wanamaker, Wells Phonograph Co., Western Talking Mach. Co., H. A. Weymann & Son.	Spokane, Wash.—Spokane Phono. Co.
Burlington, Vt.—American Phono. Co.	Kansas City—J. W. Jenkins' Sons Music Co., J. F. Schmelzer & Sons Arms Co.	Pittsburg—Theo. F. Bentel Co., Inc., H. Kleber & Bro., C. C. Mellor Co., Pittsburg Phonograph Co., Powers & Henry Co.	Springfield, Mass.—Flint & Brickett Co.
Canton, O.—Klein & Heffelman Co.	Kingston, N. Y.—Forsyth & Davis.	Portland, Me.—W. H. Ross & Son.	St. Louis—The Conroy Piano Co., O. K. Houck Piano Co., Western T. M. Co.
Chicago—James I. Lyons, The Vim Co., Montgomery Ward & Co., Rudolph Wurlitzer Co., Babson Bros., Lyon & Healy.	Knoxville—Knoxville Typewriter and Phono. Co.	Poughkeepsie, N. Y.—Price Phono. Co.	St. Paul—W. J. Dyer & Bros., Thomas C. Hough, Minnesota Phono. Co.
Cincinnati—Isen & Co., Rudolph Wurlitzer Co.	Lafayette, Ind.—A. B. Wahl & Co.	Portland, Ore.—Graves & Co.	St. Paul, Minn.—Minnesota Phono. Co.
Cleveland—Eclipse Musical Co.	Lincoln, Neb.—H. E. Sidles Cycle Co.	Quincy, Ill.—Quincy Phonograph Co.	Syracuse—W. D. Andrews.
Columbus—Perry B. Whitsit Co.	Louisville—C. A. Ray.		Toledo—Hayes Music Co.
Dallas, Tex.—Southern Talking Mach. Co.	Lowell, Mass.—Thos. Wardell.		Toronto—R. S. Williams & Sons Co., Ltd.
Dayton, O.—Nichaus & Dohse.	Memphis—F. M. Atwood, O. K. Houck Piano Co.		Trenton, N. J.—Stoll Blank Book and Stationery Co., John Sykes.
Denver—Denver Dry Goods Co., Hext Music Co.	Milwaukee—McGreal Bros.		Troy, N. Y.—Finch & Hahn.
Des Moines, Ia.—The Vim Co., Hopkins Bros. Co.	Minneapolis—Thomas C. Hough, Minnesota Phono. Co.		Utica—Clark-Horrocks Co., Arthur F. Ferriss, Wm. Harrison, Utica Cycle Co.
Detroit—American Phono. Co., Grinnell Bros.	Mobile, Ala.—W. H. Reynolds.		Washington—E. F. Droop & Sons Co., S. Kann Sons & Co.
Easton, Pa.—William Werner.	Montgomery, Ala.—R. L. Penick.		Waycross, Ga.—Geo. R. Youmans.
	Nashville—O. K. Houck Piano Co., Nashville Talk. Mach. Co., Magruder & Co.		Williamsport, Pa.—W. A. Myers.
	Newark, N. J.—A. O. Petit, Douglas Phono. Co.		Winnipeg—R. S. Williams & Sons Co., Ltd.
	Newark, O.—Ball-Fintze Co.		Worcester, Mass.—Iver Johnson Sporting Goods Co.