THE PIONEER MANUFACTURERS OF
AMPLIFYING HОРNS AND HORN CRANES.

THE TEA TRAY COMPANY OF NEWARK, N. J.

No. 200. Clamp Horn Crane
PATENTED
Feb. 2, 1904
March 20, 1906
June 21, 1904
May 15, 1906
Others pending.
Take a Talking Machine

AND A GOOD ASSORTMENT OF

AMERICAN RECORDS

With you on your Summer Vacation Outing

INDIAN RECORDS

AMUSE AND AFFORD PLEASURE TO OLD AND YOUNG

Our Bulletin of Records, made Specially for Summer out-door use, now ready

"INDIAN RECORDS"

are loud, clear, and the assortment is large

AMERICAN RECORD COMPANY

Hawthorne, Sheble & Prescott

(SALES MANAGERS)

SPRINGFIELD, MASS.
The Talking Machine World

Vol. 2. No. 7.

New York, July 15, 1906.

Price Ten Cents

THE VALUE OF SNAPPY PUBLICITY.

How the Talking Machine Dealer Might Extend His Business by Well-Written Advertisements Properly Placed.

Scanning carefully the sign-covered sides of the trolley cars which carry me to and from the office, I have often marveled at the skill displayed by the advertisers, and asked myself this question: "Would not an attractive jingle or illustration in honor of the many 'phones or 'phones which make up the talking machine world, if inserted in a local paper, do as much for the great industry they represent as the street car advertisements do for the thousands of successful enterprises which are exploited in that manner?"

This method of booming one's business is rather expensive, 'tis true, but I sincerely believe it is more conducive to quick returns than others for this reason: People reading their evening paper or magazine naturally turn their cares in the direction of the advertising because of the good reading they know they will find there. They appreciate the change from dull prose to the quick, snappy jingle or witty paragraph of the "Adv. Column." It is after the paper has been consumed, literally stripped of news, that the advertisement gets in its work. For instance, we will suppose we have just disguised the editorial on "sneeze" with "spray," and the brain is full of figures and hard things we would like to do and say to the ice trust. We are about to throw down the paper in disgust, when our eyes catch this jingle:

"Down and out" from office grind; Imagery for some slight diversion the path so long. For: Nothing that would soothe and rest you. Smooth your frown into a laugh.

This is the best way to do it. Buy from Jones a phonograph.

We read it again and again until it clings to the crevices of our mind and we determine to investigate the machine that has the power to turn sorrow to gladness and languor to hilarity.

The result is that while down town next day we are hearing one of these phonographs, or 'phones above mentioned, and are happy ever after.

Euro.—Advertising of the right kind, even to the small dealer, can safely be considered a good investment, inasmuch as results are sure to materialize eventually. Howard T. Seldorff.

TO MAKE INDESTRUCTIBLE RECORDS.

The Indestructible Phonographic Record Co. was recently incorporated with the secretary of state of Maine for the purpose of making and dealing in phonograph records; capital, $1,000,000. President and treasurer, I. L. Fairbanks; clerk, L. A. Burleigh, Augusta, Me.

"TALKER" BETTER THAN ORCHESTRA.

When Miss Edith Perry, of Oregon, Wayne County, Pa., and Charlotte Childs, of Carbonell, were married last week at the home of the bride's parents, the strains of the wedding march from "Lohengrin" issued from a clump of evergreens a short distance outside of the room where the wedding was played by a talking machine, and it was so effectively rendered as to excite the highest compliments from the fashionable assemblage. It was better than any orchestra.

The Cable Company, Chicago; the Preaditor Sporting Goods Co., Ogden, Utah, and the Clayton Music Co., Salt Lake City, have been added to the list of Edison joiners.

VAST SUMS FOR RECORD MAKERS.

One Concern Spends $100,000 a Year for In-strumental Soloists, to Say Nothing of Two Ac-countants.

Almost all of them have been on the stage and make more money than they would in vaudeville. There are instrumental and vocal masterpieces—better incomes than are made in vaudeville and appeal to large audiences the world over.

The presiding genius of one of the record laboratories found time the other day to chat about the "mysteries" of the craft, or art, whatever you please to call it, and actually started the "knight of the talking machine" on stage sans a $100,000 a year, or $2,000 a week, to singers and instrumentalists who make records for them. These artists range from grand opera celebrities, who work by stop for less than a thousand or so, to men and women who get $2 a song. He said further:

"We paid Edouard De Reszke an even $1,000 for three straight songs in 1899. There are half an hour of his time, including waits while fresh records were being put on the machine. Another well-known lady, a member of the Grand Opera House Co., got $3,000 for three songs. The $2 a song was usually paid to equally unknown artists, to say nothing of three or four accountants. Most of these make more money than they would in vaudeville. Almost all of them have been on the stage and have the experience to go with it.

"Singers and players are growing wise to the fact that making talking machine records is a good thing for them financially, and the result is that they are besieged with applications for engagements.

"Most of these people are inclined to be rather superior in manner when they make us their recordings. They have an air of feeling that it is rather beneath them to have to put their results on record. This is a mistake. It is rather expensive, 'tis true, but I sincerely believe it is more conducive to quick returns than others for this reason: People reading their evening paper or magazine naturally turn their cares in the direction of the advertising because of the good reading they know they will find there. They appreciate the change from dull prose to the quick, snappy jingle or witty paragraph of the "Adv. Column." It is after the paper has been consumed, literally stripped of news, that the advertisement gets in its work. For instance, we will suppose we have just disguised the editorial on "sneeze" with "spray," and the brain is full of figures and hard things we would like to do and say to the ice trust. We are about to throw down the paper in disgust, when our eyes catch this jingle:

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The Cable Company, Chicago; the Preaditor Sporting Goods Co., Ogden, Utah, and the Clayton Music Co., Salt Lake City, have been added to the list of Edison joiners.
Majestic Self-Playing Piano

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

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

Lyons & Healy Chicago
proper attention to their work on account of the music, and the service is otherwise affected. A bill for damages in excess of $1,000 has been filed by the telephone company.

"TALKERS" FOR SUMMER.

Big Call for Records for Dancing—Owners of Yachts Very Partial to the Talking Machine—Dealers Should Devote Attention to This Phase of Summer Trade.

There has been a unusually brisk summer trade for talking machine records, according to the reports of most of the large retail dealers in the city. For the most part, orders have been far from one to five dozen lots, and were to be packed for out of town shipments. In many cases these assortments are composed mainly of dance music, intended to take the place of the so-called orchestras for barn and similar dances. Yacht owners now regard talking machines as a very necessary part of their equipment, and they have been very heavy purchasers of records, mostly vocal. Country dealers will find it profitable to look after the boaters who possess talking machines, and arrange to supply them with the latest records, and save them expressage. There has also been a big demand for the cases in which to carry records and talking machines.

HELP TO SPREAD CIVILIZATION.

Other Uses for the Talking Machines Than as an Entertainer—Fills Many Important Roles in a National Way.

That the talking machine has been an active agent in the spread of civilization, in assisting exploration and in substituting peace for war, is shown by its history. Other uses than as an entertainer have been found for them. The I. C. S. Language System has been approved by the government and by the United States Navy, and is used by the navy. The I. C. S. Language System has been approved by the highest educational authorities in the land, and by the French, German, and Spanish embassies. The pronouncement is guaranteed to be absolutely correct.

You are thus selling an article of real merit that will be of real benefit to the purchasers and of real profit to you, as has been proved by the experience of dealers who have tried it. Will YOU write to-day for full particulars?

International Correspondence Schools
Box 918 Scranton, Pa.

A RATHER NOVEL SUIT IN DOVER.

(Special to The Talking Machine World.)

Canal Dover, June 30, 1906.

The Home Telephone Co. has been granted a temporary injunction preventing James D. Johnson, proprietor of a moving picture show, from operating a large phonograph in front of the entrance of his place of business. The company claims that its operators are unable to give...
LARGER CYLINDER RECORDS.

William F. Hunt, the well-known dealer of Wanatah, Ind., writes as follows: "I notice that many people fail to understand why the present cylinder phonograph cannot accommodate a record about an inch longer than the standard size, owing to the mandrel being about that much longer than the record. If people would only stop to reason a little they would readily understand why this is an impossibility, or, rather, would prove unsatisfactory. Owing to the composition of the record being subject to expansion or contraction from change in temperature there must necessarily be allowed some play room on the mandrel, for when the record contracts it will be impossible for the reproducer stylus to be unable to play one end or the other, depending on the temperature of the record. Manufacturers also claim that it is impossible to at all times get the same diameter of bore in the cylinders, which is also the cause of some records going farther on the mandrel than others. The manufacture of longer cylinder records is not an impossibility, as some people are inclined to think, but it must be understood that the mandrel must be made several inches longer especially since sound reproduction has reached its present high standard, the records would, however, have to be considerably longer than six inches, as the six-inch cylinder is but little better than the standard length."

HOW TO SET REPRODUCER STYLUS.

It, however, appears to me that the public would be quite willing to pay a much higher price for machines to play longer records especially since sound reproduction has reached its present high standard, the records would, however, have to be considerably longer than six inches, as the six-inch cylinder is but little better than the standard length."

WHY A 1 5-16 INCH DIAPHRAGM IS USED.

Mr. Mestraud also offers the following explanation to Mr. L. A. Wilcox's demand for information as to why the National Co. have stuck to the 1 5-16-inch diaphragm. After experimenting considerably upon the subject they found that in order to get better results from a larger diaphragm a greater weight must be brought to bear upon it than the one now in use, and in order to obtain anything like an improvement (applying, of course, the existing style of lever in use now), the reproducer must be entirely fixed at a single playing, on account of the great increase of weight pressure necessary to vibrate a diaphragm sufficiently large to show the improvement.

TONE FROM COMMON SEWING NEEDLE.

A very good sound modifier can be made by the use of an iris diaphragm, such as used in photographic lenses to reduce the quantity of light desired in making an exposure, being inserted into the iris diaphragm, the result is the most satisfactory diaphragm. Brass (5-100 in thick) makes a very deep, sweet tone, but lacks volume and body. Aluminium is better, celluloid still more so, but mica so far is the leader. Wood offers quite some scope to the experimenter as a diaphragm on account of the variety to choose from, and I must say that I have gotten some very satisfactory results from certain hardwoods, both in quality and quantity of tone. Mica diaphragms can be had at any money store. Occasionally a mica diaphragm can be noticeably improved by the application of a coating of ordinary orange shellac varnish, and then being enclosed into partial vacuum, it makes for the alcho. A very thin coating only is applied. USE THE NEEDLE TWICE.

SOMETHING ABOUT DIAPHRAGMS.

A common cut circle from a cut-out and dipped into ordinary carpenter's glue to give it rigidity makes a very satisfactory diaphragm. Brass (5-100 in thick) makes a very deep, sweet tone, but lacks volume and body. Aluminium is better, celluloid still more so, but mica so far is the leader. Wood offers quite some scope to the experimenter as a diaphragm on account of the variety to choose from, and I must say that I have gotten some very satisfactory results from certain hardwoods, both in quality and quantity of tone. Mica diaphragms can be had at any money store. Occasionally a mica diaphragm can be noticeably improved by the application of a coating of ordinary orange shellac varnish, and then being enclosed into partial vacuum, it makes for the alcho. A very thin coating only is applied. USE THE NEEDLE TWICE. Some time ago a correspondent of The Talking Machine World imparted the idea that he discovered something of "great" interest, viz.: That he could use a needle for disc record twice by turning it over. In this connection we are in receipt of a letter from an English correspondent, who says: "The reason a needle should only be used once is, that the point of the needle is harder than the inside. When a record has been played the point of the needle is worn, and thus exposes the soft part to the record, and this soft part is much softer than a hard one. If he doubts my word, let him sharpen a chisel on a very hard oilstone, and then on a soft one, he will then soon find out whether the most superficial layer by turning the needle round or half-way round, do not do this on any account. It is a most dangerous practice and will ruin your records. Never, under any circumstances, let your needle be worn flat, and being at one angle it forms a 'miter,' like the corner of a picture frame. You will thus see at once what a sharp instru-
Liberal and assured profits

Every *Victor* dealer can figure out just how much profit he stands to make on *Victor* goods and know to a certainty he will get every cent of that profit. He doesn't need to be afraid that some other dealer will start slashing prices and take all the profit out of *Victor* goods.

Our new contract with dealers prevents that sort of a game. We have always insisted that our prices must be maintained by dealers; the new contract in effect June 1, goes one better and makes it impossible for a dealer to get any *Victor* goods until he signs the contract to uphold our schedule of prices.

That shows how we protect our dealers and make profits sure for them. We help them to get business, too, by advertising.

**Victor Talking Machines and Records**

In magazines that reach 49,000,000 people every month.

What we do for the benefit of *Victor* dealers should spur them on to push *Victor* goods as never before.

You shouldn't miss the opportunity to follow up the impression created by our magazine advertising. Get after the trade in your neighborhood with local newspaper advertising, circular work and window displays. It is sure to bring new business to your store and is full of profit.

**Victor Talking Machine Company**

Camden, N. J.

P. S. Just a suggestion for you—it's a mighty good one. Place standing monthly orders for the new records with your distributor, and push this feature. (Keeps your customers calling at least monthly—they look for them.) Artistic Monthly Supplements furnished free for this purpose.

Full information and prices can be obtained of any of the Victor distributors as follows:

<table>
<thead>
<tr>
<th>Location</th>
<th>Distributor</th>
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<tbody>
<tr>
<td>Atlanta, Ga.</td>
<td>Edward H. Jones &amp; Son.</td>
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<td>Altoona, Pa.</td>
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<td>Cincinnati, O.</td>
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**Victor Talking Machine Company**

Camden, N. J.
ing to change the needle every record. The talk-
ing machine is a lovely instrument, but much
abused. Some people seem to think the records
should be rushed through one after the other
like the films of a kinematograph. A little time
should be taken between each record, your little
concert would last longer, and you would not be
tired when it was finished. Another point, when
the machine has once started and is going all
right, leave it alone. A short while ago I was
listening to a machine. The operator was a
young lady, who, as soon as the machine had
nicely started, could not leave the winding crank
alone, also twisting the regulator in a most an-
noying manner, as if there was no time between
the pieces. I felt inclined to kick the whole
thing over, or consign her to regions the tempera-
ture of which does not require the use of an over-
coat. It is such people as these who want edutac-
ing to use the talker as it should be used."

RESTORING WARPED RECORDS.
It sometimes happens that a disc record will
warp, either from continued standing on edge,
as in the dealer's rack, or from close proximity
to a stove or heater. When warping occurs, the
face of the record covered with grooves, and offer-
ing the least resistance is naturally affected, the
grooves closing up and making it impossible to
properly reproduce the piece. There is a simple
way, however, for returning the record to its
normal shape, namely, by placing it face down-
ward on a flat surface under a heavy pane of
glass and allowing the sun to shine on it.

The Collinwood (O.) Citizen has negotiated
with the Columbia Phonograph Co. to take orders
for their machines, and has advertised the
Twentieth Century Columbia in a very extensive
manner. Orders are taken at the offices of the
paper, where a sample line of Colombians is on
exhibition.

M. H. Watrous has opened a new store in Sus-
quehanna, Pa., where he handles the Victor, Edi-
sen and Zeno-phone talking machines and rec-
ords as well as a stock of sheet music.

TALKING MACHINE ARTISTS.
A Knowledge of Their History Will Greatly
Facilitate the Sale of Records.

Very often customers will ask questions con-
cerning the artist who is responsible for their
favorite selections, and if you are in a position
to inform them fully, you will increase their
interest and your record sales simultaneously.
It is a fascinating fad to collect the biogra-
phies, photographs, etc., of the people who sing
and play into the horns and, taking advantage
of this fact, a dealer may become famous in the
eyes of his customers, not only as a dispenser
of talking machines, but as a historian as well.
No talking machine concert is complete with-
out some little anecdote of the artists being in-
troduced between records. For example, we will
suppose that Jones has called on Brown to hear
some of his latest selections. He is at ease in a
lounging chair, a good cigar between his teeth,
and a glass of something cold at his elbow.
Brown has just played "Loose" for him, and he
has become so intensely interested in the superb
rendition that his thoughts are far away by a
silent grave in Texas, down by the Rio Grande.
Jones reasons with him. "How do you like it?"
"Fine! excellent! I can find no words to ex-
press my admiration for Mr. Daven-
port; I believe that was the name given on the
announcement of the record. Do you know any-
thing about him, Brown?" His voice is eager,
for he desires to learn something of the man
who can recite so splendidly. "Why, yes," Brown
answers, "my dealer posted me regarding him.
He is an actor, at the present time supporting
Mr. Hitchcock in 'The Galloper.' And, by the
way, he is at the Lyric this week." Jones is
more enthusiastic than ever now. "We'll go!" he
cries, "and the tickets are on me."

The above is simply an illustration of the
many good times a dealer can throw in the way
of his customers by pesting them concerning the
histories of the artists whose voices and the
sound of whose instruments are engraved on the
records he sells.

SOUSA AND PHONOGRAPHY.
Remarks at Copyright Hearing at Washing-
ton Subject of Much Comment, Pro and Con
—Frank Carr Twists Him Poetically.

John Philip Sousa's remarks at the recent hear-
ing in connection with the new copyright bill,
have been the subject of much comment in the
daily papers. Some writers, who have yet to
learn that the talking machine is no longer a
toy, but a perfected modling for the interpreta-
tion of the best vocal and instrumental music,
have been writing silly prattle; other writers
have recognized in Sousa's statement a compli-
mant to the "talker" inasmuch as it is a "foeman
worthy of his steel." Frank V. Corr thus sums
up the situation in the Green Bay (Wis.) Ad-
vertiser:

"Phil Sousa says the phonograph will亲属 soon be
bringing into this world,—he makes me laugh—he says it'll
be no singling;
Or playing of pianoforte; the time will soon be coming
When Pomer will not Dinish court as banja he is
thrombining.
The phonograph and graphophone will consign to the little
the idea that the "talking machine is no
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"Fine! excellent! I can find no words to ex-
press my admiration for Mr. Daven-
port; I believe that was the name given on the
announcement of the record. Do you know any-
thing about him, Brown?" His voice is eager,
for he desires to learn something of the man
who can recite so splendidly. "Why, yes," Brown
answers, "my dealer posted me regarding him.
He is an actor, at the present time supporting
Mr. Hitchcock in 'The Galloper.' And, by the
way, he is at the Lyric this week." Jones is
more enthusiastic than ever now. "We'll go!" he
cries, "and the tickets are on me."

The above is simply an illustration of the
many good times a dealer can throw in the way
of his customers by pesting them concerning the
histories of the artists whose voices and the
sound of whose instruments are engraved on the
records he sells.
VALUE OF WINDOW DISPLAYS.

Opportunity of Introducing Many Pleasing Novelties That Will, at Once, Attract and Interest—No Better Salesman for the Dealer Than a Well Dressed Window.

Strolling through a city district where talking machine stores are numerous, did you ever notice the very great difference manifested in the appearance of window displays? Some attract you through their beauty and cleanliness, while others, repel with dust and cobwebs. 'Aye, you and you turn away in disgust. Believe me, there is just as much difference in the manner in which windows are dressed, in the talking machine trade as in any other line, and it is a grave mistake, for no other business affords better facilities for attractive and even brilliant display than that of talking machines.

It is a field in which numerous novelties may be introduced in a striking manner to catch the eye and tempt the purse of the casual passer-by. As a plane of development for the composition of window displays, the trade offers innumerable opportunities to the enterprising dealer. How many will be attracted by the window display of a talking machine? A great many suggestions welcome to the vaudevillian, but none more acceptable than that which offers an opportunity to present the charm of music by means of talking machines.

In their proper place, the talking machine is a most effective and profitable revenue-producer. A window filled with the contents of this window are loaned through the talking machine catalogue that can not be featured in this manner, varying the display according to the selection. A great many suggestions welcome to the vaudevillian, but none more acceptable than that which offers an opportunity to present the charm of music by means of talking machines.

TALKING AS A SPIRITUAL FORCE. How It Helped to Stimulate the Religious Fervor of Our Colored Brethren at a Camp Meeting in North Carolina.

Persons who have spent any time south of Mason & Dixon's line have most likely visited at least one of the camp meetings held by the colored population and noted the extreme lengths to which their religious fervor will carry them. Their ministers and evangelists can so overcome them with an almost barbaric force of oratory which their religious fervor will carry them.

As the names of many of the colored brethren were known to the villagers in the plot, the success of the scheme was already assured.

As the names of many of the colored brethren were known to the villagers in the plot, the success of the scheme was already assured.

The first two nights of the meeting were devoted to stirring up enthusiasm, and the third night was when the revivalists expected to reach the climax of their operations. For the majority of those present to "get religion." Their plans worked to perfection. Preacher after preacher got up and exhorted the sinful until, as was usual, one called upon the Lord to give some token of his presence. Then the man in the tree got down as did the talking machine and "angel." With the flapping of wings and the growls of the record the fun started. First, the assembly was informed that their time had come in a way that caused eyes to look like porcelain knobs on a walnut door, and bodies to become fixed with horror. Then the chicken stealings of Eph. Brown were commented upon, while the singing of Noah Axman, the drunkenness of Sam Moody, and in fact the pet falling of about two dozen of the leading lights among the brethren, and in short, anything that is really more frightful than a briar pipe between one's teeth and a talking machine singing to you some sweet love song.

In the smoke rings a pretty face appears, and you sigh for the little girl who is awaiting your return in the great metropolis, but the sigh is one of happiness, for she is yours and you are content.

Your thoughts turn to the afternoon you were attracted by the window display of a talking machine store and paused to examine its beauty. You remember that you went inside and enjoyed about to start a trip to the mountains, a trip which your time had come in a way that tastes like paradise.

You recall also that you went home and purchased a record, and perhaps a player, and perhaps a player, but you think they have done their work and you go back to the store and buy another.

As the names of many of the colored brethren were known to the villagers in the plot, the success of the scheme was already assured.
 TRADE HAPPENINGS IN CLEVELAND.

Manager Probeck Banqueted by a Host of Friends on Birthday—Progressive Man Is W. J. Roberts—Opened—He Heard the Voice of a Friend—The News of the Month in Detail.

(Special to The Talking Machine World.)

Cleveland, O., July 6, 1906.

That Cleveland is a good talking machine town is evidenced by the large number of dealers and large volume of business they are doing. Local dealers of talking machines and records generally report trade good, though this is considered the fall season.

Manager O. J. Probeck, of the Columbia Phonograph Co., said they were doing the usual amount of business, and that prospects were flattering. Mr. Probeck is a very popular young man, and well liked by the attaches of the establishment over which he presides. A few nights ago, as he was quietly resting at home, after an arduous day in his office, he was called to the door by an attache and told that he was waited at the store, as a very important matter had been overlooked by him, and which required immediate attention. He got up his coat and hat, and arrived at the store, and when he arrived was the most surprised man in seven counties. The counters, tables, and goods had all been relegated to the wareroom, and in their place a banquet table was spread, embroidered with flowers, with some fifty friends in waiting to greet him. He was apprised that the occasion was in commemoration of his birthday, which they desired to celebrate with him. At the close of the banquet, A. W. Robertson, in an appropriate speech, presented Mr. Probeck with an elegant gold chain and a handsome gold watch, declaring they all considered him the best manager in the city, and which required immediate attention. They had been busy for some time, and had been working hard, and he had done a splendid job of work, and they were all proud of him.

At the close of the banquet, A. W. Robertson, in an appropriate speech, presented Mr. Probeck with an elegant gold chain and a handsome gold watch, declaring they all considered him the best manager in the city, and which required immediate attention. They had been busy for some time, and had been working hard, and he had done a splendid job of work, and they were all proud of him.

The Eclipse Musical Co., under the management of T. H. Howell, president and treasurer, occupy fine rooms at their main store, No. 714 Prospect street, in the Electric Building. They are jobbers and retailers of Victor talking machines, records and supplies, and exclusive jobbers of Edison phonographs. Mr. Howell said that business was good, and that the prospects for a good fall and winter trade were better.

The "Bijou Dream," a miniature theater, has just been started next door to the opera house, wherein "life is reproduced by the Edison cinemagraphe." The rental of the place is high in the thousands, and it has been extensively fitted up, seating two hundred. The promoter of this place has had sufficient faith in the desire of the public to spend its nickels to prompt him to incur an expense of $10,000 to $15,000 annually.

And his friends say he will "make good." A man, twenty-five or thirty years of age, attracted a crowd about him at one of the penny exhibits the other day by loudly exclaiming: "That's she! I know her voice! It certainly is hers!" as he dropped the ear tubes from a machine that was emitting the words of a popular song, sung in a mild soprano voice, he picked them up again excitedly, and heard the piece through. With less nervousness he put another penny in the slot, and as he intently listened, oblivious of the crowd about him, he leaned on the edge of the platform, and a sympathetic bystander called the stranger to one side and inquired the cause of his grief. He said that he recognized the voice of the singer. That it was that of a girl he had known in his school days, in a central Ohio town. She had gone to New York, where, after indifferent success in amusement pieces, had died, with no friends near to cheer her as she ended her mortal life.

THOUGHT CIRCUS HAD COME TO TOWN.

(Special to The Talking Machine World.)

Culbertson, O., July 10, 1906.

Residents with the thought circus in mind while the Gunn Block were treated to a high class free concert one afternoon last week. A giant Twentieth Century Columbia Graphophone in the center story of the building rendered hand orchestras and vocal selections with a power and clearness of tone that was equal if not superior to the original. Every selection could be heard distinctly for many blocks around, and a number thought it a premature arrival of the circus until the graphophone was located. The managers of Gunns were so satisfied with this famous Columbia machine that they at once opened negotiations with the owner, Frank A. Bowman, for the use of the machine for a dance, for which it is especially adapted. A grand Columbia dancing party will shortly be given with special new dance music for the occasion.

A NEW LINE OF FLOWER HORNS.

The Hawthorne & Sheble Mfg. Co., of Philadelphia, announce a new line of flower horns for the fall trade. These horns are made in a superior manner, particular attention being paid to the general finish and decoration. The new line of horns are called "Artistic Flower Horns," and their neat decorative designs, as well as the brilliant and exclusive colors employed warrant these horns as being classed as works of art. The samples are now on exhibition at their factory, and they expect to have them ready for the fall trade.

Needles Free To Prove Quality

"THE BEST THAT MONEY CAN BUY"

Playrite TRADE MARK

NEEDLES "THE NAME TELLS WHAT THEY DO"

Best for VOLUME, TONE and LASTING QUALITY. PLAY RIGHT from START TO FINISH.

List Price, 15c. each.

Compact horn can be used on ANY DISK MACHINE OR RECORD. No special attachments needed. Packaged only in RUBY PROOF packages of 200.

REDUCE VOLUME AND DON'T SCRATCH. Makes records last longer. Each "MELOTONE NEEDLE" can be used SIX times without change. Can be used on ANY DISK MACHINE OR RECORD. No special attachments needed. Packed only in RUBY PROOF packages of 200.

"THE WHITE BLACKMAN." In a special package of 100.

PENNY PRICE, 1c. each.

"GIVE A MELLOW TONE"

Reduced Volume and Don't Scratch. Makes records last longer. Each "MELOTONE NEEDLE" can be used SIX times without change. Can be used on ANY DISK MACHINE OR RECORD. No special attachments needed. Packed only in RUBY PROOF packages of 200.

Penny Price, 1c. each.

Made especially for Dealers and Jobbers who write on business letter head. Special Prices to Dealers and Jobbers. Write Now.

New Style Place Record Brushes.


Manufactured by Blackman Talking Machine Co., the "Blackman Blackman."
THE MARVELOUS
SEARCHLIGHT
HORN

FOR DESCRIPTION SEE OTHER SIDE
THE MARVELOUS
SEARCHLIGHT HORN
IS MORE THAN
100% STRONGER
AND
40% CLEARER
THAN ANY HORN EVER MANUFACTURED

REPRODUCES THE FULL STRENGTH OF THE RECORD
Sold only through Jobbers. Send to your Jobber for Samples

MANUFACTURED BY THE
SEARCHLIGHT HORN COMPANY
753-755 Lexington Avenue, Borough of Brooklyn, New York

Distributed by

ATLANTA PHONOGRAPH CO., Atlanta, Ga.
DOUGLAS PHONOGRAPH CO., New York
LYON & HEALY, Chicago
MINNESOTA PHONOGRAPH CO., St. Paul, Minn.
NATIONAL AUTOMATIC FIRE ALARM CO., New Orleans, La.
POWERS & HENRY CO., Pittsburg, Pa.
SPOKANE PHONOGRAPH CO., Spokane, Wash.
TEXAS PHONOGRAPH CO., Houston, Tex.

Put a Line in Your Window and Stimulate Your Business
The following are some of the dealers handling the "Mira" Voice Boxes.

LYNN & NEELY, Chiago, III.
SHERMAN, CLAY & CO., San Fran., Calif.
WILLIAM B. CRAY, Chicago, I11.
SHERMAN, CLAY & CO., Seattle, Wash.
OLIVER DITSON CO., Boston, Mass.
SHERMAN, CLAY & CO., New York.

These records, however, with all that is copyrighted or not, it would be a true writing of the voice, if the voice is uttered, and therefore that particularity recorded, to be reproduced through the medium of any instrument whatsoever, as would exist at the actual singing of the voice. This is true regardless of the original, for the voice of that composer may very well be a substitute for any voice that is recorded in the present perfected state of the art, the reproduction art.
of the room will be a gallery for horns and acces-
sories, and in the rear will be ample storage-
room for machines.

C. W. Noyes, secretary of the Hawthorne-Shibley
Manufacturing Co. and Western representative of
the American Record Co., left on the 25th for his
trip to the Coast, which will take him until the
middle of August. Malcolm B. Henry, who has
been Mr. Noyes’ assistant, has accepted the posi-
tion of manager of the Denver office of the Co-
lumbia Phonograph Co. He is now on a visit to
his home in Kentucky, but will go to Denver to
assume his new duties next week. Some of the
machines will arrive from Philadelphia in a few
days to look after the office here in Mr. Noyes’
absence.

The Rudolph Wurlitzer Co. are still doing busi-
ness under difficulties to some extent, the im-

From the Western Metropolis.

Cable Company’s “Talker” Department

A Great Success—C. W. Noyes Off to the Coast

Wurlitzer’s New Quarter—Westerners Seek

First of a Big Crowd Coming—

Lyon & Healy Activity.

(Special) To the Talking Machine World.

World Office, Room 41, 195 Wabash Ave.,
Chicago, Ill., July 9, 1900.

The new talking machine department of the
Cable Company has far exceeded the expectations
of Joseph B. Leimert and J. W. Harrison in point
of sales for June, really the first month of its
existence. The handsomely fitted up quarters
which occupy the entire second floor of the Cable
building annex already give evidence of being
entirely inadequate for the retail business alone,
and it is only fitting that the department should
be expanded as fast as its increased business de-
mands. The new and spacious quarters are on the
second floor. Extending over a large part

E X H I B I T I O N  H A L L

Sol Bloom Building

THREE EAST FOURTY-SECOND STREET

Less than five minutes’ walk from your hotel.

WE ARE SATISFIED

that your visit and inspection of our Disc and Cylinder Record and Pianola Cab-

inets in the various woods and finishes will amply repay you.

YOU’LL BE SATISFIED

when you have seen them, for they are

made on art lines and to sell quickly and profitably.

W E ’ L L  A L L  B E  S A T I S F I E D

with the result of this season’s business if you

place your order with us.

E. SCHLOSS & Co.,
Foot Grand Street, E. R.,
NEW YORK
TWENTIETH CENTURY GRAPHOPHONE

An Orchestra in Itself!

The Twentieth Century Graphophone Is Absolutely New in Principle and Exceeds All Others

The impetus this marvelous machine gives to the

SALE
OF
CYLINDER
RECORDS
is enormous.

Mr. DEALER:
You have Records to sell; the Twentieth Century Graphophone will make them go like hot cakes!

The Columbia Phonograph Co.,

March 20, 1906.

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 MPG C

"Put a Little SUNSHINE in Your Home."

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

![Image of the Twentieth Century Graphophone]

Our Guarantee
It Sings with all the Volume of the Original

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!
TALENT INTELLIGENCE BUREAU.


New developments in the trade are not only looked for, but expected, and the rapidity with which inventions, improvements and innovations are announced is bewildering, to say the least. The greater number of them represent distinct progression, and few, indeed, are altogether useless. In record making, for example, the present advanced stage of sound reproduction is one of the marvels of the business. The selection of material entirely suitable and adaptable for the purpose in the way of "talking artists" or talent, however, as well as the subject matter—whether instrumental or vocal music or oral deliveries—still remains in the comparatively crude state established in the old wax-record days. To be sure more and better "talent" is available, more exacting and adequate tests are required, and sound recording is practically unlimited, not only in the repertoire of entertainment, but for commercial purposes and scientific study and demonstration. The latter fields of development are in the hands of capable people, and, in a measure, so is the making of the average music and talking "masters." The tasks imposed upon managers of recording laboratories is by no means light in giving audience to alleged "talent," and listening patiently to the recital of their supereminent and specially adaptable qualifications for record-making, not to mention the waste of time and "good wax" in "testing." Quality is uppermost in the manufacture of records, and variety of selections the next requirement.

That some one would recognize and fill the long-felt want of specializing in tutoring or training "talking artists," and supplying the laboratories with "talent" of the right calibre, capable of making records of quality, but salability as well, was only a question of time. Such an institution has been established in New York, and it bids fair to be a useful adjunct to the business, as it is under the control of experienced management, practical and well-known "talent" or "record artists." What the lyricum, which is termed "the home of mirth, melody and ideas," proposes doing is set forth in the appended interview with its manager, who says to The World:

"We will present and popularize musical publications to each and every one of the talking machine companies now engaged in the manufacture, sale, and exploitation of musical records, using every proper means and influence within their power to secure representation of their publications in the catalogues of the companies. Also present and popularize musical publications to the entire staff of talking machine artists, contributing their services to the companies, by personal solicitation and by placing the entire staff of talking machine artists, consulting as to the best voices for certain selections. The only drawback, if it may be dignified by such calling it, is the apparent lukewarmness of the recognized 'talent.' They praise us openly, but quietly slice the knife wherever they think it will do us harm. This is mentioned more in sorrow than in anger, because personally we are well, and, we hope, favorably known to them all, and have never knowingly done any one an injury. Some of the best known people in this line—Ada Jones, for one, Len Spencer, and others—are under our direct management, and the results are mutually beneficial and satisfactory. This feeling is to be deplored, but we are certain it will wear away when the aims and objects of our business become more familiar to the trade."

THE SPOKANE PHONOGRAPH CO.

Among the Entertaining Talking Machine Dealers of the Northwest.

The talking machine dealers throughout the Northwest are among the most enterprising in the country. Their stores are admirably equipped with every device for the proper display of their wares. For instance, the Spokane Phonograph Co., of Spokane, Wash., have built up a very successful following, and carry a large stock, as can be seen from the illustration herewith. Their business is steadily expanding, and they expect this year to make a record of which any talking machine dealer can well feel proud.

A SUGGESTION.

Kniecher—The packers say they use everything except the squeal.

Bocker—Couldn't they can that in a phonograph?

The New Decorated Flower "Mega."

A Distinctive Product for a Discriminating Trade.

Designation. Length. Width.
Junior Flower Decorated... 25 in. 10% in.
Senior Flower Decorated... 26 in. 12% in.
Senio Victor Flower Decorated... 26 in. 13% in.
Gold neck, gold edge, gold stripes.
Gold ornament. Colors.

The HANDSOMEST HORN ON THE MARKET TO-DAY.


Ask your Jobber about the "Mega." If he cannot supply you write us direct.

All "Mega" shipped in individual hardware paper bags ready for retail sale.

All "Mega" lists restricted.

E. A. & A. G. SCHOTTELL, Makers, Broad St., Maspeth, Queens Co., N.Y.
Arrangements for the entertainment of the Edison jobbers of the United States and Canada by the National Phonograph Co. in New York City and Orange, N. J., July 17-20, are completed with this issue of The World. As the Edison Phonograph Monthly says: "It will be unique in the history of the talking machine industry. Few events of similar kind and equal magnitude have ever been given by a manufacturing concern. This entertainment is given for a twofold purpose: to afford an opportunity for Edison jobbers to come together for their mutual advantage, and to commemorate the greatest year's business of the National Phonograph Co. The matter of bringing our jobbers together has been under consideration for more than a year, but it did not take concrete form till the close of the fiscal year on February 28 showed the phenomenal increase that had been made in the business of this company. This was so largely due to the splendid and enthusiastic cooperation of the Edison jobbers that the coming event became necessary as a means for working off our feeling of goodwill."

A number of export houses will also be represented. At the Waldorf-Astoria Hotel, Fifth avenue and 34th street, New York, in addition to the guests being assigned rooms for their private use, special accommodations will be provided where they may conduct their correspondence with the sales department, and handle the business of the company. At the visit to the factory the following day it is expected Thomas A. Edison and President Gilmore will assist in receiving the visitors. It is also expected that luncheons will be served on the third floor of the new office building, an illustration of which appears elsewhere, and which was rushed to completion to entertain the visitors. The remainder of the programme has already been announced for the succeeding days, and nothing will be left undone that will add to the comfort, pleasure and enjoyment of the company's guests.

WANTED:

Thoroughly first-class salesman acquainted with the phonograph trade, to handle our language instruction outfits. Must speak French and German preferred. State age, experience, salary expected, and give references. No attention will be paid to applications not giving full particulars. Apply by letter only.

J. FOSTER DAVIS,
International Correspondence Schools
SCRANTON, PA.

CHANCE FOR YOUNG MAN

HELP WANTED: A young man with thorough knowledge of Columbia goods, capable of filling responsible position after long weeks special training. Only those who are up-to-date men need apply. State particulars, salary expected, etc. Address "T. C.," Care of Talking Machine World, 1 Madison Avenue, New York.

If You Are Interested in Victor Talking Machines or Edison Phonographs

Write at once to
SOL. BLOOM, 3424 S. 42nd St., N. Y. City

J. R. Schermerhorn, assistant general manager of the National Phonograph Co., who has been in Europe since October last looking after the company's branch plants and offices, arrived in New York, June 26, on the "Kreuzfahrt Wilhelm," of the Hamburg-American line. His visit is for the special purpose of attending the Edison jobbers' entertainment next week, after which he goes abroad again for an indefinite stay, and where Mr. Schermerhorn will rejoin his family.

In the programme issued by F. K. Dolbeer, chairman of entertainment, on July 18, after the visit to the Edison laboratory and factories at Orange, N. J., the evening entertainment will be on the roof garden of the New Amsterdam Theater, New York, as the Hippodrome is closed for the season. A number of boxes and practically the entire orchestra floor have been engaged. With this exception the original programme will be followed.

Speeches will be tabooed at the banquet, to be given in the Astor Gallery of the Waldorf-Astoria Hotel, during the evening of July 20. Entertaining will reign supreme. A stage will be erected at one end of the gallery, where Edison's "talent" will entertain the banqueters. The arrangements are: One "honor" table, at which will be seated Messrs. Edison, Gilmore, Dolbeer and a few other people, with the guests placed at small tables, accommodating eight persons each. The entire seating capacity—about 210—has already been exhausted, and still further applications for seating being received.

When Thomas A. Edison was asked whether he desired to invite any special guests to the banquet, he promptly replied: "No. This is to be a phonograph banquet only. Nobody else is wanted." The pressure for invitations from outsiders has been heavy, but Mr. Dolbeer is refusing everyone, since the programme of speakers, and of Edison jobbers and the company officials will be the only ones present.

RANSOME COLLAPSIBLE HORN

The New Jersey Sheet Metal Co., of Newark, N. J., deserve the credit of having perfected and placed on the market the first practical sheet metal collapsible horn. This horn is a wonder for compactness, beauty and acoustic qualities and reflects credit on this company. They have succeeded in making a sectional metal horn that will not rattle and can be easily put together. The New Jersey Sheet Metal Co., in order to handle their fast growing business, have been forced to remove their factory to larger quarters at 910 Crawford street, where they occupy the whole building. They have also opened New York offices at Billings Court, corner Thirty fourth street and Fifth avenue, where they can sell to the trade without losing anything. Herman Ringel will be in charge.

W. L. ECKHARDT'S "SPEECH."

When the Eastern Talking Machine Jobbers' Association was on the point of adjourning at its last meeting, W. L. Eckhardt, the brilliant manager of the Columbia Phonograph Co.'s wholesale department, dropped in on pass. He had just landed a marine on the ship in steamer tontine, "contained the speech of Mr. Eckhardt." Sol Bloom is said to have been responsible for the joke, which W. L. B. enjoyed immensely. That of having "Mr. E. Gilmore, president of the Columbia Phonograph Co." preside at the meeting is also charged up to the chairman of the committee on publicity and promotion, which was accepted as authoritative by the "yellow" butter-in. The trade is not through laughing yet at the egregious "bull."
No. 278—A New Disc Cabinet
Solid Golden Quartered Oak.
Swell Front, Double Doors.
Has Two Sliding Record Racks that pull out so that records are easily accessible.
15 divisions in each rack with space for five 12-inch records in each division.
Total capacity, 150 12-inch records.

No. 279—Genuine Solid Mahogany
Same style as 278.
Both Cabinets Highly Hand Polished.
Cabinet Work The Best Possible

NEW PERFECTION ELECTRIC FLASH SIGN
This flash sign has been approved by Fire Underwriters.
Constructed of wrought iron, antique finish.
Requires no special wiring or attention.
Cards can be removed at will.
Cheaper than any other illuminated signs, requires only one 16 c.p. lamp.

No. 1
No. 2
No. 3
No. 4
No. 5
No. 6

EDISON Phonographs
Cash or Installments
VICTOR Talking Machines
Cash or Installments
HEADQUARTERS Edison and Victor Machines & Records
EDISON RECORDS Now on Sale.
VICTOR RECORDS Now on Sale.

VICTOR

REPAIR PARTS CABINETS
Have a place for everything and keep everything in its place and you will always find it.
This rule can easily be followed if you have one of these cabinets.
LATEST NEWS FROM THE "HUB."


(Special to The Talking Machine World.)


Business in the talking machine trade is very good at this time of the year, but it is not a good time of the year for business. This is about the secret of the condition of affairs here. No one is complaining, for everybody feels that he is getting all that is coming to him and that there is no more to be had anyway.

The Talking Machine Salesmen's Club is preparing for the big clam bake and fish dinner which is to be pulled off sometime next month at one of the beach resorts.

At the Oliver Ditson Co.'s store an interesting spectacle was witnessed this week when two Sisters of Charity who had not been out of their convent for sixteen years were brought in to hear a talking machine. Maybe their eyes didn't stick out, for the operator put in such records as the duets by Scotti and Mme. Sembrich, and Caruso and Scotti, etc., with lots of band music, and the two Sisters were amazed at what they saw and heard.

The Charlestown high school has adopted the phonograph as a means of teaching French to the pupils, the deal being arranged by Mr. Free-

Sundry Co., Manager An-

Distributors of EDISON and VICTOR MACHINES, RECORDS and ALL SUPPLIES. Eastern Agents for HERZOG DISK and CYLINDER RECORD CABINETS.

DECORATED

Mega Flower Horns

JUNIOR AND SENIOR SIZES

Colors and Decorations as follows:

- Deep Crimson with Spray of Poppies
- Deep Royal Blue with Spray of Roses
- Deep Violet with Spray of Pansies
- Ivory Black with Spray of Chrysanthemums

Gold Stripes, Gold Edge, Gold Neck

READY FOR DELIVERY ABOUT JULY 15th.

We predict for this Decorated Mega an Immense Sale. Attractive Prices will be made the Jobber and Dealer.

Correspondence Solicited

NEW ENGLAND DISTRIBUTING HEADQUARTERS:

THE EASTERN TALKING MACHINE CO.

177 Tremont Street, Boston, Mass.

REVIEW OF TRADE CONDITIONS.

Business on regular lines has been slowing down for the past few weeks, which gives the manufacturers a chance to catch up on orders, of which they have availed themselves. On machines and records it is possible an opportunity for accumulating stock will be afforded, and, considering the drawbacks incidental to a shortage on the most salable goods, measures will be taken to avoid this in future so far as is possible. Jobbers, with an eye to having an anchor to windward, are working up an expanding trade on special goods, and their success is commensurate with their efforts. Export trade is strong, and orders of magnitude have been booked sufficient to tide over what appears to be several weeks of comparatively quietude. The horn situation is far from being dull, the manufacturers displaying a spirit of activity and aggressiveness quite surprising.

THE EDISON COMMERCIAL SYSTEM.

The Travelers' Insurance Co., of Hartford, Conn., is using the Edison commercial phonograph system in their various departments. They have found it a tremendous time saver, a money maker, and commend it very highly. They have recently received some very flattering testimonials as to the merits of the commercial system from men eminent in all walks of life. The Home Trust Co. have just added the Edison business phonograph to the marvelous list of modern machines used by leading commercial houses in their equipment today.

The ceremony was very simple. The young people marched up before Rev. Mr. Foster, while the machine supplied the time-honored accompaniment. The service was read, the vows exchanged, and the two pronounced man and wife. The bride wore a pretty gown of aline blue and the groom a well-fitting suit of dark material.
NOTICE

BEFORE you place your fall orders for horns, be sure and examine our new lines of both plain and decorated "Artistic Flower Horns."

They are by far the most attractive and best reproducing horns that have ever been designed.

Samples are now on exhibition at our factory, and we expect to start delivery next month.

These horns will be the sellers during the coming season. Write for prices.

HAWTHORNE & SHEBLE MFG. CO.
PHILADELPHIA, PENNA.
The active members of the traveling corps have ceased their wandering, for the most part during the past fortnight, and have been enjoying well-earned vacations. The "boys" have "dug up" a lot of new business during the year and have been a credit to themselves as well as to their respective companies. From what may be gathered it is certain new high levels on sales records will be made the coming season, and the "stars" of the staff will doubtless receive some pretty hard rules by recent additions, who do not come into the trade altogether raw to the talking machine situation.

Within the past few weeks one of the leading manufacturing companies hit upon a novel and apparently efficacious scheme for testing the business acumen of store management and salesmanship. Unheralded they sent out a party in a well-appointed automobile to every dealer of fifty size in the Greater New York territory, who was charged to inquire about certain machines—not confined to their own product, by the way—records, machines, etc. The gentleman was waited upon in the usual courteous manner, and on leaving, with but few exceptions, his name or address was not asked for. The test customer had the appearance of a most desirable "prospect," nevertheless no steps were taken to follow up the business. With this experience before them the general sales manager of the company, which indulged in the "rubbering" expedition, has since been wondering how many sales are actually lost by the careless methods and inattention to details he uncovered in so simple yet so effective a manner.

The so-called "original" talking machine man is getting to be something of a joke in the business since he has been discovered as such a multitudinous person. If he is the first dealer, or jobber or salesman, and springs the fact on another veteran with like claims in one class or the other, then he is ranked on the level of the testing talking machine itself, and already if not a hundred, "number ones" have been discovered.

Why not an automatic rewind instead of the crank for winding up the springs in the machine? This question has frequently been asked. It is held that were the winding up accomplished automatically, the playing would be more even, and uniformity of operation is the sine qua non in a talking machine. Perhaps the experts, inventors, creators, originators, discoverers, improvers, etc., may answer this query.

Undoubtedly the National Phonograph Co. are entitled to the time and undivided attention of their guests—the Edison jobbers—at least for the days they are enjoying the bounteous, magnificent and unprecedented hospitality of the company. It is to be expected competitive "butting in" will not be unheard of, but it might be managed so as not to be offensive, at least. A large number of the jobbers will probably stay over in New York, for personal and other purposes, for several days, if not longer, and then the people who desire to do a stroke of business can get in their work and no one can say they may. The hustling will be aggressive to get hold of the men they are after, and the schemes to secure a part of their time, just to "take up that little matter," will doubtless be many and ingenious.

A brief paragraph in last month's World that an agency for the sale, if not the manufacture of the Pathe Frere records had been established here, occasioned many inquiries. Several times news to this effect has been published, mainly through the activity of the promoters claiming to represent the famous French house and the disposal of its product, and possibly the organization of an American company to handle the line. But the rumors, when run down, have disappeared into a hole in the ground, with something or other pulling the orifice behind them. It is admitted, however, that the party who claims to have the Pathe option has sold a few hundred Carus cylinder records of the P. F. to make to a New York jobber. The remainder of the story is pure fabrication.

Of the growing prosperity and importance of the South American countries to the talking machine trade, travelers' anecdotes and observations on the spot are strongly corroborative. For example, in a recent letter from a well-known maker of "masters," he advised his company in the United States that if certain records proved successful in the reproduction one firm alone would order 100,000, another 20,000, and several 15,000 each. The writer declared the sale of American-made talking machine goods was phenomenal, and that the market was in its infancy. The buyers, however, insisted upon high quality, and that the practice of sending inferior records or imperfect machines would be a dead loss. He intimated that a word to the wise should be sufficient.

One community is not like another as favorable fields for the sale of talking machine paraphernalia. It is conceded Pittsburgh, Pa., Chicago, Kansas City and a few other places that might be named are exceptionally splendid localities. Baltimore, Md., on the other hand, is now referred to as "one of the slowest towns in the Union, but has prospects." Or, as one particularly well-equipped talking machine man remarked to The World, after having established what is considered one of the finest stores in the City of Monuments, "Baltimore is now about where New York was eight years ago—just waiting up to the possibilities of the business. It will be a great

Buy from Headquarters

We manufacture all styles of cases for all makes of machines. Carrying these goods in stock we can make prompt shipment. Our quality is the best—our prices are right.

Ask for our catalogue.

Chicago Case Mfg. Co.
142-144 W. Washington St.
CHICAGO
don, Eng., on which argument was to have been heard, has been postponed to September 13.

THE TALKING MACHINE WORLD.

RECENT INCORPORATIONS.

The Hawthorne & Sheble Co., No. 106 Market street, Philadelphia, Pa., have been incorporated for the purpose of manufacturing all kinds of records of sound, machinery, etc., for making and recording disc and cylinder records, capital, $500,000. Incorporators: Patrick A. Powers, No. 625 Main street; Amos T. Hill, No. 267 Franklin street; Sophia M. Klee, No. 157 Morgan street, all of Buffalo, N. Y.

AMERICAN RECORD CO.'S PROGRAM.

During Next Week—Will Entertain Visiting Jobbers With Some Notable Record-Making Talent—Those Who Will Be in Evidence.

The American Record Co. have prepared a special programme of recording this week, in honor of the visiting Edison jobbers, at their laboratory, 241 West 23rd street, New York. Each day of the convention of the National Phonograph Co.'s great distributing staff there will be an interest- ing number of new numbers played. Messrs. Collins, Harlan, Stanley, Billy Burr, and others of the "talent" will be making records, and as usual the gentlemen who handle the goods make famous by those artists will be glad of the opportunity to meet them in proper persona. J. O. Prescott, of Hawthorne, Sheble & Prescott, sales managers of the American Record Co., will be on hand to meet the representatives of his guests, whose visit to the laboratory will be unusually welcome.

CASE WILL GO TO THE HIGHEST COURTS.

It is believed that the suit of the Victor Talking Machine Co. against the Talk-o-phone Co. will eventually go to the United States Supreme Court on a question of international law, which the district and intermediate appellate tribunals were inclined to put away. Of this particular question, the wise ones say, has never been determined.

SCHLOSS & CO.'S ART RECORD CABINETS.

When the Edison jobbers are in New York it is likely they will improve the sunny hours by looking around the trade and getting in touch with the market. While devoting this time to such a laudable purpose, E. Schloss & Co. would be pleased to have them take over their line of disc and cylinder record cabinets, shown in the

Exhibition Hall of the 80th Bloom building, 2 East 42nd street, New York. They are made on art lines, and to sell quickly and profitably. A visit is worth while.

NEW LIFE IN SAN FRANCISCO.

Larger Business Than Ever in Prospect—Sherman, Clay & Co. to Have Great Department—Clark Wise & Kohler & Chase Plans of Campaign—Other Dealers in Line.

(Special to The Talking Machine World.)

San Francisco, Calif., June 3, 1906.

Shortly after the fire much doubt was expressed regarding the future of the talking machine business in this city, at least in the prospect of its immediate revival. Developments since, however, lead to the belief that the talking machine trade up to the time of the fire was merely in the preliminary stage, and the resumption of the business has taken place in a way that will make San Francisco and vicinity one of the largest markets for machines and records in the country.

Sherman, Clay & Co., for instance, early last month had in their Oakland store over 250 machines in stock as well as 55,000 records, and shortly after a full carload of machines and records were added to the line, necessitating the enlargement of that department. Of course, the fact that Sherman, Clay & Co. sell the goods, at both wholesale and retail, accounts for the unusually large stock carried by them, but that such a stock can be distributed in the stricken section speaks well for the demand. This company is making ample preparations for taking care of the talking machine trade in their new building in this city, which will be at Kearney and Sutter streets. The department will be located on the third floor, will contain a series of sound-proof rooms for record trying, in addition to the complete record library, and in all ways will be an ideal talking machine salesroom.

Clark Wise & Kohler & Chase also made special efforts to build up the talking machine end of the business, and over a carload of machines and records are ready to be placed in the temporary store on Van Ness avenue.

Kohler & Chase will shortly have their talking machine department installed in their new store at Fillmore and Bush streets. Both wholesale and retail departments will be located on the upper floor of the building and will be under the management of E. N. Clintsman, as formerly.

Among the other dealers who are giving close attention to the development of the talking machine business are the Goodman store, at 1112 Valencia street; Benj. Curtaz & Son, on Van Ness avenue; Byron Manuy, Peter Bazeljulpi and F. J. Christophke, of 1019 Valencia street. The latter started in business since the fire, and has put in quite an extensive stock.

OFFICIAL OPINION ON RECORDS.

Administrative Decisions Not the Law of the Land—Matter Comes to Light in Connection With Discussion On Copyright Bill.

(Special to The Talking Machine World.)


Apropos of the bill introduced in Congress before its adjournment, June 30, to revise the copyright statutes, a controversy over the doubtful value of "masters" and records was carried from the decision of the Collector of Customs to the Secretary of the Treasury which involved the crux of the situation. The authorites held that a "master" was a manufacture of metal, which was not the law unless reviewed by the courts. It was also contended by the defense that a sound record was a "writing," the reproduction of which was heard by the ear, in the same sense that staff notation was usually interpreted and the meaning of raised letters for the blind was conveyed by feeling. Here were the three primary senses at issue with the talking machine record and an entirely new citation. Under this presentation the defense therefore argued that talking machine or sound records were a "part of a musical instrument, hence dutiable at 45 per cent." The Government accepted this construction and classified the goods accordingly.

At this point the defense, having control of the case, deemed it advisable to stop, as the customs officials could not appear. Of course, this procedure is regarded as an official opinion of the United States Government, but the fact is overlooked possibly that administrative decisions are not the law unless reviewed by the courts.

ROBT. L. LOUD'S INTERESTING RECITALS.

(Special to The Talking Machine World.)

Buffalo, N. Y., July 7, 1906.

Talking machine recitales are a rule with Robert L. Loud, who is agent for Edison and Victor machines and records. He takes advantage of various special occasions for bringing the machines to the attention of the public, and recently persuaded the Aeroplane Club of the New England Fresh Air Mission. In connection with the talking machine selections numbers are rendered on the player-piano which tends to enhance interest in the entire line. E. M. Paul has charge of the recitales and concerts.

Cleapol Waterproof Metal Polish

EMPARTS A LASTING LUSTRE to all metals; will remove all Tarnish, Spots, Fly Specks, etc. Will not injure the hands; contains no acid.

NOTE.—All horns, etc., 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 lists.

THE CLEAPOL COMPANY

288 Springfield Ave.  NEWARK, N. J.
The VISITING JOBBERS

are cordially invited to inspect our full line of horns at 89 Chambers Street, salesroom of the Douglas Phonograph Co., our distributors for this section.

SEARCHLIGHT HORN CO.
753-755 Lexington Avenue, BROOKLYN, N. Y.
THE TALKING MACHINE WORLD.

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

IMPORTANT - Advertisements or changes should reach this office by the first of each month. Advertisements serving 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 is remittance.

NEW YORK, JULY 15, 1906.

A TRADE paper that is clean, wholesome and educational in its nature, and at the same time instructive from a literary standpoint, is a help to any industry, and one of the best known men in the talking machine trade recently remarked before a company of gentlemen that the most helpful influence that ever existed in this industry is The Talking Machine World. It was certainly a high compliment, and one perhaps not fully deserved, but the aim of the trade newspaper has been to become a healthful and impelling creative force. We have existed in this industry for many years, and it is sane. The display of good business traits, because a trade newspaper is one of the leading concerns in the industry, and its functions are infinitely superior to those of some of the daily papers which are forever presenting in glaring headlines the seamly side of life, and giving pages to a recital of the nastiness of the divorce courts and murder trials and scarcely a line to some of the inventions which have meant much to telling millions. A trade publication largely appeals to the intellectual and thinking side, and it occupies to a day a place much different from that in the world than years ago. The trade paper, properly conducts, should be clean and educational in its force, helping industry and emphasizing the advance made in inventive skill.

A READER asks: "Would you suggest advertising through the summer?" Of course we would. According to "Rusty Mike," a business man can go along without much advertising, so can a boy go along without much eating, but he wouldn't be doing his work. The business that isn't advertised gets along, and it usually lands in the same row of graves with the farmer's mule. The owner of this human pile driver once conceived the idea of feeding his mule sawdust instead of oats. He got along all right for awhile, but just about the time he was getting used to it, he died. Business must have the outs of advertising—it can't live otherwise, and any penny wise, pound foolish man who thinks that he can stuff this vitalized force with the sawdust called "I don't have to advertise," will wake up some morning and find the legal white crane, commonly known as the sheriff's notice, posted on the door. In advertising, aim at the average citizen, and don't get rattled if the critic ridicules your copy, if it is sane. Remember that there are about seventy millions of average citizens, and perhaps a dozen critters of advertising.

THERE are some pretty big talking machine establishments in this country, and the problem of selling and maintaining a thorough sales staff is an ever present one, for the manager is confronted constantly with the necessity of choosing from a large number of applicants. He must first study to serve the interests of the house in the talking machine field. It is important therefore that he should have a thorough and careful system of judging their capabilities and comparing their strong points. Experience in sitting up men, and reading human nature is not the sole essential by any means. Method is also necessary in the business of selecting recruits, and if the manager desires to save time and effort he is not particular, and feels satisfied that he has chosen among the many applicants the most thorough and reliable man.

Correspondence from a number of cities shows that the talking machine business has kept up wonderfully well. One large journal, in writing "The World," says: "I have been more than delighted with my June business, and while I expect a little slowing up in July, I have got some new means of pushing trade, which I think will keep business up in good form." That's the kind of spirit that makes trade.

During the visit of Mr. Edward Lyman Bill to Europe he consummated arrangements with W. Lionel Sturdy, a gentleman of wide experience in the trade paper and advertising world, who will act as representative of The Talking Machine World in London, England, and offices will be opened at a central point in that city at an early date.

Notice to Subscribers

On and after July 15 the Annual Subscription to The Talking Machine World will be ONE DOLLAR. Foreign Countries One Dollar and Twenty-five Cents.
SOME LATE NOTES FROM CHICAGO.

The Columbia Phonograph Co., has been spending some time at her former home in New York, and on his return will bring back with him Mrs. Willson, who has quarters in New York, and on his return will bring back with him Mrs. Willson, who has quarters in New York, and on his return will bring back with him Mrs. Willson, who has quarters in New York, and on his return will bring back with him Mrs. Willson, who has quarters in New York, and on his return will bring back with him Mrs. Willson, who has quarters in New York, and on his return will bring back with him Mrs. Willson, who has quarters in New York, and on his return will bring back with him Mrs. Willson, who has quarters in New York, and on his return will bring back with him Mrs. Willson, who has quarters in New York, and on his return will bring back with him Mrs. Willson, who has quarters in New York, and on his return will bring back with him Mrs. Willson, who has quarters in New York, and on his return will bring back with 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HOME RECORDER

HAS ALREADY SCORED AN UNPARALLELED SUCCESS, AND BEEN ENDORSED BY THE ENTIRE TRADE

There is no doubt of the simplicity and practicability of the Land-O-Phone Home Recorder.

It is absolutely safe, is easy to attach, and a child can operate it. The Home Recorder sells on sight, and the leading distributors east and west are taking it up with enthusiasm.

Owing to the enormous demand for the Land-o-Phone Home Recorder, the trade should not delay in ordering, as our plant is now pushed to its utmost capacity.

Dealers should order through their Jobber.

List Price for Home Recorder, $10.00
Blank 10½ inch Records, $.25

Distributers for the Home Recorder to Date:

CHICAGO—The Talking Machine Co., 107 Madison Street
PITTSBURG—Powers & Henry, 619 Penn Avenue
(Theo. F. Bentel Co., 632-634 Liberty Street
NEW YORK—Douglas Phonograph Co., 89 Chambers Street
Victor Distributing and Export Co., 77 Chambers Street

WRITE FOR PARTICULARS.

THE LAND-O-PHONE COMPANY, Inc., Offices: 288 FIFTH AVENUE

NEW YORK CITY
EDISON JOBBERS WHO ARE COMING.

List of Men from the Various States Who Will be in Evidence at the Invitation of the National Phonograph Co. This Week.

As referred to elsewhere in The World, every arrangement has been perfected for the entertainment of the Edison jobbers by the National Phonograph Co. this week. The headquarters will be at the Waldorf-Astoria Hotel, where the guests will register Tuesday afternoon. The completed list of jobbers who have accepted the invitation of the company and who will be present is as follows:

Germany—Thomas Groff, Berlin.
Arkansas—J. M. Hayes, Little Rock.


Kentucky—C. A. Ray, Louisville; B. F. Magruder, Goshen.


Michigan—E. Percy Ashton, Detroit; C. A. Grinnell and I. L. Grinnell, Grinnell Bros.; Max Strausberg, Detroit.


New Hampshire—George E. McKee and D. W. Shultz, Omaha; H. E. Sidles, Lincoln.


South Carolina—A. E. King and Daniel Orndorff, Knoxville; F. M. Atwood, O. K. Houch, Piano Co., and F. E. Miles, Memphis; Oliver Davies, Nashville.

Texas—L. E. Caldwell and J. C. Cee, Allentown; W. G. Wals, El Paso; D. Shepherd, Fort Worth; H. M. Hollemann, Houston.

Utah—A. T. Proosfit and Clement Williams, Ogden; J. L. Daynes, Jr., Salt Lake City.


SEARCHLIGHT HORN IN GREAT DEMAND.

The Searchlight Horn Co., whose artistic announcement in last month’s World attracted such widespread commendation, are again in evidence with another illustration of their horn which has won a tremendous vogue, judging from the way orders are coming in. The jobbers handling this specialty are receiving not only orders day after day, but appreciative words for this handsome creation. In fact, not only are inquiries reaching the manufacturers from all sections of the United States, but foreign countries have cabled asking for “rights.” For instance, the Gramophone Co., of London, cabled at once, after the receipt of the last World, asking for “rights” for Great Britain, and negotiations are now under way. Perhaps nothing ever produced in the talking machine trade has made such a hit as the Searchlight horn, and those jobbers who have not investigated its merits will doubtless find occasion to call on the New York jobbers, the Douglas Phonograph Co., 89 Chambers street, during their visit to the city.

There is always a lull in the summer months, although many dealers and jobbers report a good demand for records particularly adapted to the vacation period. The American Record Co., of Springfield, Mass., are making a specialty of certain selections of the famous “Indians” for outdoor work. They consist of quartettes, duets, minstrel selections and several pleasing orchestral numbers for dancing.

The Universal Talking Machine Manufacturing Co., New York, recently received one of the largest orders for machines and records from Business Aces, A. E., ever sent to the Alies. It will keep their factory running full up for a while.

Syracuse Wire Record Racks.

A Money Maker for the jobber who sells them.

A Money Saver for both the jobber and dealer who uses them.

You are Losing Money unless you do one or both.

Better get in line if you are not already there.

Do it now.

THE TALKING MACHINE WORLD. 27.

SYRACUSE WIRE WORKS, SYRACUSE, NEW YORK.
The largest firms in Australia as their agents, in the result must be pronounced a great success. Sale houses are co-operating with the retailer and which I have always contended could be done with the dealers. This is enormous. One thing this summer season I am very glad to hear that the office gramophone is to be found in every well conducted and up-to-date house.

The Columbia Co. have just opened very fine new premises at 54 Market street, Manchester, where a brisk business is being done. Manchester is the very heart of the most densely populated industrial area in the world, and is in the north of England.

The demand for the Edison productions in England has been so great that the National Co. have been compelled to drop the June American list of records, so that they can by this means catch up on orders of current stock. This is a remarkable statement for them to issue, but it clearly shows how great is the demand.

Concerning the new "spun record" being brought out by the Edison-Bell Co., of Charing Cross road, which I mentioned in the June issue, Mr. Fox, the secretary of the company, told me that the new record would be of such a nature that it would "wear like iron." This, of course, does not imply that the best records are inferior to any on the market (from their point of view), but that the new process would considerably enhance the value of them.

What a sight the Thames presented on Ascot Sunday this year! Everywhere we went we found the hundreds of steamers, houseboats and small crafts full of people, and in nearly every case you could find either a cylinder or disc machine on the boat. I never remember seeing so many "talkers" on fashionable boats, which should be a long way to prove that the talker machine is not dying out. F. Pascom.

M. Steinert & Sons Co., of Boston, Mass., the well-known jobbers of Victor machines, records and supplies, have been having splendid business during the past month. Under the able management of S. P. Cornell, their large store, located at 35-37 Arch street, has grown to be one of the leading "talker" centers in the East. This has been greatly due to their careful attention to dealers' orders and prompt return shipments. They are now handling a number of paying accessories in this line for dealers—one which they are themselves manufacturing and are featuring in their advertisement in this issue. These envelopes keep stock in condition and are made of tough, transparent material which will wear like iron, and enable the user to see the number and name of the record without removing the cover.

**ATTENTION!**

**ARE YOU HANDLING Denham Phonographs?**

If not, write at once and secure SOLE AGENCY for your town.

**Our Great Summer Selling Scheme** is at your disposal. It will double your business in records and more expensive machines in a month.

THE EDWIN A. DENHAM COMPANY, Inc.,

31 Barclay Street, NEW YORK

BERLIN LONDON
Standard Metal Mfg. Co.

OFFICE AND SALESROOMS:
10 Warren Street
New York
U. S. A.

FACTORY: NEWARK, N. J.

JOBBERS, when in the City call at our Sample Room to see our Fall line. They will interest you.

Our Catalogue is ready, it will assist you to sell our product.

We claim to have the largest and best line of Horns in the United States.

Will take pleasure in a personal interview or by correspondence.
TRADE NEWS FROM ALL POINTS OF THE COMPASS

Henry J. Hagen, of the Victor Talking Machine Co.'s New York recording laboratory, writes from Buenos Ayres, A. R., S. A., that the "talent" in that part of the world are not at all modest in their demands. Here, where an average artist is paid $2.50 for a song or talk, there $4.50 is demanded. One supposedly high-grade gentleman, when asked for a record from Havana, delivered 100 songs for $2,000. Henry says prices on everything are sky-high, double the New York schedule, excepting in the liquid refreshment line, if the native product is consumed.

"Doc" O'Neill, the star traveler of the Zeno-phone staff, who came East before the 1st, went to Boston, his home, to enjoy the vacation rest. It was in "bean town" that the Doctor studied and practiced dentistry. Since then he has graduated into the ranks of the talking machine business with high honors.

The "Edison Business Record" for June is a clever number, with illustrations to match. The expansion of this department of the National Phonograph Co. is marvelous, for which Manager Durand is given full and deserved credit.

Max Landay, of the Land-o-Phone Co., New York, sailed for Europe on the 7th, aboard the "Lucania" of the Cunard line. He will return in five or six weeks, and will combine business with pleasure—mostly the latter.

A needle-feed sound box has been finished and placed on the market by a Western concern. It is an ingenious device, but how practicable remains to be seen. So far, the goods have been shown a few jobbers, with the trade at large knowing little, if anything, about it.

A consignment of 400 Edison phonographs and 50,000 records, shipped to the National Phonograph Co.'s Sydney, Australia, branch house, was lost on the steamer Oakburn, from New York, which was wrecked near Cape Town, Africa, May 21. The loss was covered by insurance. As soon as the company's foreign department learned of this, a consignment of 400 Edison phonographs and 100,000 records was sent by a later steamer, and is on its way. A consignment of 400 phonographs and 50,000 records, shipped to the foreign department of the M. Steinert & Sons Co., the wholesale and retail piano house of Boston, Mass., has branch stores in several other New England towns, was married last month and is now on a month's wedding trip.

Jones, Floyd & Co., of Rutland, Utah, are among the enterprising representatives of the Edison goods in that section of the country. Of course, they are World subscribers; in fact, every live house in this country as well as in South America and in Europe is numbered among their supporters.

The four stores of the Powers & Henry Co., Pittsburg, Pa., are spoken of by the travelling men as among the finest in the country, and their particular locations as chosen by a genius for trade.

Rumors are rife that many Edison jobbers of ordinary abstemious habits and inclinations are preparing to hop off the water wagon promptly on their arrival in New York this week, viz., July 17-30, but not before. Mention have already been made of a number of this engaging fraternity who have indulged in the "waters of Bacchus," but the time of their deliverance from bondage is joyfully hailed as now at hand.

When the late Tamagno was singing in "Prova- tore" many critics considered his method too strenuous and one of them said: "C'est Tamag- nifique, mais ce n'est pas le chant!" It is curious how much sweeter the late singer's voice appears under the subduing influence of the talking machine.

Tom Murray, of the traveling force of the Columbia Phonograph Co., general, knows everywhere for the size and character of the orders he receives, was in New York early in the month consulting with Walter L. Eckhardt, manager of the wholesale department on the acceptance of several new jobbing accounts. Mr. Murray took great pleasure in calling on his many friends in the various branches of the business in and out of his own company, and was given a cordial reception.

W. S. Long, of the phonograph department of E. P. Evans & Sons, Delaware, O., gives an open air concert every Sunday afternoon during the summer at the Mineral Springs, near that city. The music is of a religious and classical nature, and includes the latest pieces in both Edison and Columbia records.

The reports of the illness of Leon F. Douglas, vice-president of the Victor Talking Machine Co., Camden, N. J., are not of an alarming nature. Many inquiries from the principal centers have been received, indicative of the esteem in which he is held by the trade at large.

Robert L. Loud, one of the best-known music dealers of Buffalo, N. Y., is spoken of by the traveling men as qualifying to have one of the best talking machine departments in connection with his store in that city. He is giving the business his close attention, and the best results are predicted.

We have recently been shown a new compact needle box that is a practical article of considerable merit. A patent has been obtained on the box, and other patents are pending. The patentees, Hawthorne & Sheble Mfg. Co., of Philadelphia, expect to have the boxes ready for the fall trade.

The Breslin House has been settled upon by the leading travels in the trade as headquarters when in New York. Mr. Breslin is an advantageous and advantageously located at Broadway and 29th street, and its appointments are up to date, being a comparatively new hotel.

The Columbia Phonograph Co. will have a splendid representation of commercial graphophone sets in the third annual business men's show to be held at Madison Square Garden from Oct. 27 to Nov. 3.

"Punch," in the character of a persistent week-end, complains that "it is practically impossible" to get any decent asparagus or up-to-date talking machine records in the neighborhood. The result is that these two chauffeurs have left the week-end in two months.

At the recent sessions of the Interstate Commerce Commission held in Philadelphia, fire commercial graphophones were used in getting out the daily reports of the proceedings.

"What's dat de orchestra was playin' them," asked the heavy-set young man with loud clothes.

"De programme says it's scraps from Wagner," said another. "Well, I knowed dey had a prize fight in de paper," was the reply. "But judgin' by ear dey couldn't be a prize fight," said the visitor. "De kinetoscope, but dis is de fust time I ever heard of one bel'n set ter music. But judgin' by ear dis felly Wagner must be a daisy scrapper.""}

The current issue of Joe Chapple's National Magazine has a very interesting story showing how the Congressional reporters get out their copy by means of the graphophone.

THE MELLO-TONE


The addition of the Mello-Tone perfected the Disc Talking Machine and makes it an enjoyable Musical Instrument for the home and parlor. With the use of regular Victor Needles and the Mello-Tone everything that is on a record is brought out clear and distinct, though in soft mellow tones makes it an enjoyable Musical Instrument for the home and parlor.

The Mello-Tone produces a sound that is a pure reproduction of the music that is simply perfect. The Mello-Tone is easily attached or removed. Nothing to get out of order and will last as long as the machine does.

For the Victor and Son's phonograph Machines only.

FOR SALE BY ALL LEADING JOBBERS

RETAIL PRICE $10.00 EACH

MEI-LO-TONE COMPANY, 40 Harrison Ave., SPRINGFIELD, MASS.

M. Steintert & Sons Co. Victor Distributors

Largest stock of Victor Talking Machines and supplies in the East. All orders shipped the day received. Dealers should write for prices and samples of our disc record enclosures.

FOR SALE BY ALL LEADING JOBBERS

RETAIL PRICE $13.00 EACH

MEI-LO-TONE COMPANY, 40 Harrison Ave., SPRINGFIELD, MASS.

M. Steintert & Sons Co. Victor Distributors

Largest stock of Victor Talking Machines and supplies in the East. All orders shipped the day received. Dealers should write for prices and samples of our disc record enclosures.

35-37 Arch Street - BOSTON, MASS.
VICTOR CO. VS. KEEN CO. SUIT.

Letter from David Keen, President of the Keen Co., Regarding This Litigation, Which Is Not Entirely in Conformity With the Facts as Revealed by Horace Pettit, the Well-Known Attorney—Letters Speak for Themselves.

Philadelphia, July 2, 1906.

Editor The Talking Machine World:

Gentlemen—The following subject may be an interesting one to you—the Victor Talking Machine Co. versus the Keen Co. in a pretended infringement on their disc record. The preliminary trial came off the 28th day of June in the Eastern District of Pennsylvania, before Judge McPherson.

The following is a correct occurrence: They sued us on the U. S. patents No. 334,533, 545, 623. One of the patents, being an old method of making a disc record, was thrown out by the court and by their own attorney, Mr. Pettit, as records on the U. S. patents 334,533, 545, 623.

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The judges in Pennsylvania, knowing a little about talking machines, and the decision was rendered as follows:

The judge said: “I will not decide this case but upon a bond of the complainant I will retrain the defendant so that it shall go up to a higher court.”

The defendant was well represented by E. H. Hunter and R. M. Hunter, expert patent attorneys. It was immediately appealed. Gentlemen, if you wish to print this article in your paper, you will please not misconstrue any of these statements. Yours very respectfully.

THE KEEN CO., David Keen, Pres.


J. B. Spillane, Esq., Man’g Editor:

Dear Sir—Replying to your favor of the 3d inst, asking for a brief summary of the above suit, and the result of the motion for preliminary injunction, would say that this suit was brought by the Victor Talking Machine Co. June 21, 1906, to restrain The Keen Co. from infringing the complainants’ Berliner patents by selling talking machine records at a less price than the price at which the same are licensed by the complainants to be sold. A bond of $2,500 was entered by the complainant. I think this will give you the information that you want and will be pleased to give you further data upon hearing from you. Yours very truly, Horace Pettit.

NEW OFFICE BUILDING AT ORANGE.

The new concrete office building of the Edison companies at Orange, shown below, is rapidly nearing completion. The time department has already taken possession of its quarters on the ground floor. The departments that are to occupy the first and second floors expect to move in before August 1. The third and fourth floors will be occupied later.

This building is practically five stories high, for the basement floor is almost entirely occupied by machinery. It is 137 feet long and 56 feet deep. A hallway runs the full length of the structure on each floor, with offices on either side. The building will have a complete elevator service and every modern equipment for business. It is built entirely of reinforced concrete and is absolutely fire-proof.

“TALKER” AS AN ENTERTAINER.

Pathetic Story of How the Talking Machine Brought Comfort and a New Life Into the Home of a Paralytic—Prays That It May Be Introduced Into Every Hospital and Institution in the Country.

“I had never been a talking machine enthusiast,” said a well known musician, “notwithstanding my ability to see how the development could bring about some remarkable conditions in the musical world, and by this I mean in the musical world of culture, but I ran into a talking machine situation which made me think in one moment that if nothing else were ever accomplished, no greater godsend had ever been thought of. The story is told very simply, but it leaves something to think about with every one who can feel for a fellow being deprived of health and liberty to go and come according to his own sweet will. I saw a home where the mother had been confined to her apartment for over ten years, a paralytic, but fully alive to the life outside. Her family was grown and in homes of their own, but for one exception. This son decided there must be some way devised to entertain her and as she had been a music lover and no way to have music in the home at command, he resolved to invest in a talking machine. The investment proved the best one that any human being ever dropped on to, as the old lady never tires because she is interested in every side, including the comical stories and vaudeville sketches, as well as every musical record available. She has become perfectly intimate with composers and the different singers and she looks forward with the greatest delight to the next record that will come into the house. Yes, the talking machine has won its way into my heart. I cannot think of a more wonderful ray of light into the room of an invalid. I wish I could make everybody see it from this standpoint, I would make a petition that it be introduced into every hospital and every home and institution in the country.”

A new Columbia phonograph store has been opened in Holyoke, Mass.

THE TALKING MACHINE WORLD.
EDISON JOBBERS AND DEALERS SUED.

Test Case Argued—Snap Judgment Falls—Decision Reserved—Great Array of Counsel.

When the New York Phonograph Co., through Samuel F. Heymann, their attorney, served bills of complaint on a large number of Edison New York jobbers and dealers, in which an injunction was asked to restrain them from selling Edison machines and records, besides to render an accounting and in which damages in each case to the extent of $10,000 was demanded, those not cognizant of the actual conditions of affairs were misled into believing ruination was staring the National Phonograph Co., who defended the suit, in the face. There is no question the points in controversy are complex.

Since the decree was issued by the Court of Appeals such further proceedings taken emanated from the New York Phonograph Co., consisting, as the defense puts it, "mainly of sensational statements in the daily press, in which the amount of damages was placed at $10,000,000; and as Mr. Edison's name was invariably mentioned as the principal, if not the sole defendant by inference, the yarns were evidently framed up to frighten the dealers and jobbers handling the line of the National Phonograph Co. As a general proposition, no one can say what will be the outcome of any kind of litigation, but the foregoing statement reflects the consensus of trade opinion, as expressed privately and at meetings in which the matter was specifically discussed. The legal aspects of the case are laid down on opposing lines, of course, by the attorneys on both sides, and of which the court is the sole arbiter."

It is evident, however, that the final stages of this celebrated suit, now before the trade for years, was entered upon on June 21 in the Supreme Court of Westchester County, at New Rochelle, N. Y., before Justice Keogh. A case each of a New York City jobber and a dealer was selected by the defense for a test on the questions at issue. Preliminary to the argument the complainants were granted until June 26 to reply to the answers.

Samuel F. Heymann and another appeared for the New York Phonograph Co.; Judge K. W. Hatch, formerly of the New York Supreme Court, and of Parker, Hatch & Sheehan; Chas. L. Buckingham and Chas. M. Hough, recently appointed the new judge of the United States District Court, Southern District of New York, by President Roosevelt, for the National Phonograph Co., et al.

CLEVER WINDOW DISPLAY

Of the Cleveland Branch of the Columbia Phonograph Co.

Clever window displays of talking machines and accessories are quite the thing nowadays and the various branch store managers of the Columbia Phonograph Co. are vying with each other to produce effects that demand attention.

We illustrate herewith the plan of a horn display recently carried out at the Cleveland store of the company under the direction of Manager Probeck.

The central figure is a series of horns upon a revolving base, the motive power of which is an electric fan placed in a corner of the window. An octagonal base is best suited to the display of the horns. Surrounding this movable portion is a circle of stationary horns. Those marked "R" have red lights and those marked "G" have green lights. All horns used must be of aluminum, as brass casts a yellow reflection and detracts from the beauty of the lights.

NORCROSS TO MANUFACTURE


T. W. Norcross, recently associated with Peter Hiaciguapi, San Francisco, before the "quack," in his older machine department, has now located in New York. He is the inventor of a coin-operated device whereby the record is illustrated as well as heard, and arrangements are now being made for manufacturing it on a large scale. Mr. Norcross is also the patentee of a new horn device, which is described as one of the neatest, most compact and reliable articles on the market.

L. Kaiser, of S. B. Davega's talking machine department, has its exclusive selling agency East. For twenty years Mr. Norcross was in the theatrical business, being stage manager at the New York Casino during the Aronson regime, and is a man of diversified talents and a history.

A NEW LINE OF HORNS.

The new line of art or dull finish horns—in various colors, solid, flower, etc.—just put on the market by the Standard Metal Manufacturing Co., 10 Warren street, New York, are the most and best finished goods this enterprising concern has produced. Their shape, large size and gradual taper, is conducive to give better tone results, while the handsome decorative effects are not excelled. The company's new catalogue furnishes the particulars of the Standard horns, of which they aim to manufacture the largest variety and highest grade. Several interesting interior views of their factory in Newark, N. J., are shown in the catalogue, a creditable contribution to trade literature through the first issued.
The conditions in this city are very satisfactory considering the season of the year. While the volume of sales is small in proportion to those of last summer the quality of business is extremely gratifying. The best people of the city are buying high grade outfits for their summer homes and it would seem as though the fall and winter business will be a winner. During June, Bard Bros., the exclusive talking machine concern, purchased the small goods and sheet music stock of the Hoehl & Gieseler Piano Co. Through this deal they secured immediate possession of the entire building located at 1045 Main street. This building will be remodeled and fitted up as an exclusive talking machine store. In connection with this they will continue the sheet music department, taking advantage of their immense record trade, which will no doubt have its effect upon popularizing many of the new songs. The Market street store will be continued the same as before.

Mr. Phillips, the manager of the C.A. House talking machine department, reports very good business, and says that when he comes back from his vacation he expects to make things hum in his department.

The F.W. Baumer Co. are enjoying prosperity for this season of the year in their talking machine department. One of the recent trade visitors was W. H. Hug, representative of the National Phonograph Co. This was Mr. Hug's first visit to the trade as representative of the Edison product. He made a most pleasing impression upon the dealers of this city, and there is no doubt but this genial gentleman will inspire the Edison dealers of this section to put forth greater efforts than ever.

Mrs. Nelson, formerly at the head of the talking machine department of Hoehl & Gieseler Piano Co., has left for a vacation of several months to be spent at her home in Maine. After recuperating in the State of forests and lakes she will return to this city, having accepted a responsible position with Bard Bros.

INITIAL LETTER POST CARDS.

The initial letter post cards which are being put out by the Rotograph Co., 684 Broadway, New York, are proving big sellers. The talking machine men are handling these specialties as well as other stores throughout the country, with great success. The cards consist of one large letter, outlined distinctly in a black border, inside of which are real photographs of famous stage beauties. All the women dear to the heart of the public find a place in this gallery of initial letters. From Anna Held, I.Millicent Russell and Edna May to Maxine Elliott, Viola Allen and Mary Manning, the variety is certain to satisfy any and every kind of taste. Some very clever young women have discovered in these post cards a novel value. Indeed, one little lady in a Connecticut town has been able to get ideas upon a very effective manner of dressing her hair from the pictures of the various actresses shown on these cards.

Besides the real photographs on the initial letter post card there are artistic designs of fruit and flowers which decorate the frame of the letter. Letter I is decorated with iris, N with narcissus, Q with quince, E with edelweiss, G with geraniums, B with blackberries, V with violets, L with lilacs, M with marguerites, etc. These designs are daintily unconventional and attractive. One way in which these cards are adapted to the needs of novelty-loving Young America is this: A card is sent to a friend every day until the initial letters spell a word. Sometimes a message of more than one word is sent in which case a day must elapse, as space between two words.

When Aladdin Rubbed His Lamp

It did wonders. To-day anyone can do wonders with any talking machine by simply rubbing a little "3-in-One" on the metal surfaces—by lubricating the action points, polishing the wood case and cleaning the disc and cylinder records with this wonderful oil. "3-in-One" is best to use, easiest to sell—most satisfactory to the buyer, most profitable to the dealer. Why aren't you selling it? Just use "3-in-One" once, to satisfy yourself. You'll sell it ever after to satisfy your trade. And, incidentally, you will make good money—$50 and 100 per cent.

Suppose you sit down right now and write us for a FREE sample bottle and the "3-in-One" Book. Better still, order a trial supply of "3-in-One" from your jobber. It will be gone before you know it—so will your customers' talking machine troubles.

G. W. COLE COMPANY, Sole Makers of "3-in-One"
Broadway and Liberty Streets, New York City.
ELECTRIC MUSIC GENERATING SYSTEM.

The First Station at Broadway and 39th Street, New York, Now Being Installed With an Equipment for Producing Music That Is Purely Electrical—Will Be Distributed Like the Telephone to Residences, Hotels, Public Halls, Parks, Piers, in Fact, Wherever Bands or Orchestras Are Now Employed—Dr. Cahill’s Labor of Years at Last Approaching Fruition.

There is now being installed in the Audubon Building, Broadway and 39th street, New York the first large station for the practical demonstration of the Telharmonic system controlled by the Cahill Telharmonic Co., of Washington, D. C., with a plant at Holyoke, Mass. In a talk with The World a member of the company said: "The Telharmonic with the opening of the New York station early this month, will enter the commercial field as a proven proposition, and the size of the station illustrates our faith in the success of the venture. The machine now being installed weighs 300 tons, and makes use of 150 separate dynamos. Some idea of its size may be gained from a statement of the dimensions, which are: Length, 70 feet; width, 10 feet, and height, 5 feet. A turn of a switch, similar to one used in electric lighting, and you have band music in your home or in a hall, the volume of which can be regulated for a small room or an audience of several thousand. It can be made to afford entertainment for theaters, hotels, saloons, hospitals, barber shops, schools, offices of professional men, department stores and residences. In New York alone there are 125 theaters, over 500 hotels and 635,000 residences that may be supplied from the station in the Audubon. We intend eventually to adopt the system for use in the open air, and then secure contracts for furnishing music in the parks and on the piers. When we are in working order New Yorkers will be quick to realize the value of a system that supplies music of all kinds at any hour after 9 a.m."

As previously stated in The World, in connection with a descriptive article, the Telharmonic was invented by Thaddeus Cahill about ten years ago in Washington. He took the model to Oscar F. Crosby, of Washington, who, with F. C. Todd, of Baltimore, furnished him the means to perfect it. They organized a company and built a factory at Holyoke, Mass, where the first great instrument, now being installed here in New York, was made.

It is not a musical instrument or anything like what we understand by that term. There is a keyboard, at which the performer sits, with keys like those of a piano, but it is not a piano or an organ or an orchestra or a brass band, but a clever combination of 150 dynamos controlled through a switchboard in such a way that they will produce vibrations, and, when thrown upon a telephonic surface, these vibrations will produce sounds loud enough to fill the Waldorf Astoria Hotel. The switchboard is on the same principle as that in a telephone exchange, but instead of removing or inserting a plug to make the connection the operator touches a key similar to the key of a piano. It is the business of the performer to throw the currents of electricity off and on the wire just as a telegraph operator does when he is sending a message; only he has 150 keys, while a telegraph operator has but one, and he touches two or three or six of them at the same time in order to produce harmony. Each of the 150 dynamos is "tuned," as you may say, to a certain tone—that is, it produces a certain vibration, and that vibration represents a certain tone in the musical scale. When several of the dynamos are in operation at the same time they produce a combination of vibrations and consequently a combination of tones like striking a chord upon a piano. Three or four professional pianists have been practicing for several months to operate these dynamos. They sit at an ordinary keyboard and run their fingers over the keys just as if they were playing an organ, only there are no strings, no pipes, no stops, or any of the ordinary apparatus, but only wires which are attached to the keys and connect them with the dynamos.

The business will be managed on a system similar to that of a telephone company. Patrons will be asked to enter into contracts for a year or a part of a year. Hotels, restaurants, theaters and other public places will be first supplied. The terms have not yet been fixed, but there will be a monthly rate just like that charged for a telephone or an electric light. When a patron signs a contract and pays his rate the wires will be run into his house just like telephone wires. The company is just beginning to string the wires in the subways and on the poles of the Bell Telephone Co., with which it has a working arrangement. The Telharmonic Co. is not controlled by the Bell Co., however. The apparatus is similar to that of the old fashioned telephone—a box about three feet by ten inches in size. The company will put in one, or several, as a patron may desire. New York offers the most promising field for the first station, as its people are the most music loving in the country, spending over $37,000,000 for music yearly. Many of the larger hotels spend from $25,000 to $50,000 on music alone.

The primary idea of conveying music by means of wires is very old, it being successfully accomplished as far back as 1877 between Philadelphia...
and Washington, when a series of six numbers were played in the former city and heard distinctly in the latter. One Elias Gray was credited with that invention, but its development was not pushed to any extent. Professor Cahill's invention, however, is on an entirely new principle. On rural telephone lines managers have frequently employed musical talent to entertain their subscribers during dull seasons.

Through the courtesy of the Electrical World and Engineer we are enabled to reproduce several views of the Telharmonic system.

**GRAPHOPHONE IN VERSE.**

Owner of One of These Machines Grows Exponent Over the Possibilities.

E. D. Marsden, Mill Ash, Derby, Eng., writes interestingly of his recent effort to arrange a program for a small concert. He says: "In addition to the ordinary songs, a selection of pieces was played on a sound-magnifying Columbia graphophone. The machine started its performance with a record which I had made for the occasion, supposed to be the graphophone's description of itself. This I had written in the form of a poem of poetry, and recited into my machine with all the eloquence I could muster. I do not profess to be a poet, but I managed to compose the following lines, which served my purpose in spite of their shortcomings:"

"In me a wondrous instrument behold,
For though I only do what I am told
All music I can play! And such my skill!
That I can talk, or sing, or what you will.
The different languages—I speak them all
With joyous laughter, or in solemn draw.
My voice is ever changeful—loud and strong—
One moment ringing out in glorious song:
And then you hear a tender, soft refrain
That leaves you sad. But still I change again:
With lovers' vows all passionate I cry,
Or I can sing with dreamy lullaby.
I'll sing you anything! Would you be gay?
The merengue of the dance I'll play.
No instrument's too difficult for me;
In bands I play them all in harmony.
Yes! Every sound I can command, and so
I'm welcomed wherever I go.
As king of entertainers I am known—
The new Sound-Magnifying Graphophone.
"This left room on the record for a short speech, something as follows: "Ladies and gentlemen, it gives me much pleasure to be here."

**SMITH & NIXON SINGING THINGS.**

Cincinnati, O., July 9, 1906.

Mr. Talking Machine Dealer:

The Edison phonograph will also be introduced in Fond-du-Lac.

W. J. Augustin, formerly manager of the McGire Bros. talking machine store in Fond-du-Lac, Wis., has purchased the stock and good will of that concern in that city, and will in the future conduct the business under the title of W. J. Augustin & Co. Mr. Augustin is thoroughly experienced in the talking machine business, having been connected with a Milwaukee house for a long time.

**ENTERPRISE NOTED IN NEW YORK.**

It is not every talking machine dealer in the smaller town who has his progressiveness noted in the great metropolitan dailies, and we therefore reproduce the following from the New York Evening Telegram of recent date:

"GREAT STUNT OF SUTTON'S.

"For originality R. W. Sutton, of Addison, N. Y., is certainly the real thing. Saturday the people on the street were surprised to hear the sound of a full brass band. The 'band,' however, came from the horn of a phonograph in Sutton's store. The horn was placed upon the top of the door, and was connected to the machine with a long hose."

**A GREETING FROM LONDON.**

We are in receipt of a very attractive postal from J. Walters, 103 Acacia road, Wood Green, London, W., England, a subscriber to The Talking Machine World. Bearing upon its face a compound, "In London, W." and "On rural telephone lines managers have frequently employed musical talent to entertain their subscribers during dull seasons.

The Columbia Phonograph Co.'s branch store at 704 Walnut street, Des Moines, Iowa, under the capable management of Charles Moon, has developed until it is one of the leading exclusive talking machine stores in the State.
THE AUXETOPHONE EXHIBITED.


(Special to The Talking Machine World.)

W. N. Demension, mechanical engineer in charge of the experimental department of the Victor Co., was here the latter part of this month, exhibiting the Auxetophone, the Victor Co.'s latest and most wonderful invention. In appearance the Auxetophone is similar to an ordinary Victor machine, being some 28 inches wide, 36 inches high and 15 inches deep. In the cabinet is a one-sixth-horse-power motor, operating a rotary pressure blower, which generates pressure under which, passing a pipe into a tank which equalizes the pressure and from thence the air is fed into a filter, where the dirt and oil in the air is eliminated; the air then passes through a pipe into the double sound box, where instead of a diaphragm is a nicely balanced valve, the air passing through this valve and set in motion by the valve operated from the wave cylinder in the recorder. It is thus no direct contact with the reproducing parts — the contact is through the column of air. The scratching is thus reduced wonderfully — there is practically none. The scratch comes from roughness of groove or worn records is not reproduced to the extent of the ordinary machine, and besides this the Victor Co. the past year have been able to overcome the scratching by defective recording in earlier experiences. It is estimated that while the ordinary machine reproduces 40 per cent. of efficiency of the original voice or instrument, the Auxetophone reproduces 80 per cent. efficiency, meaning, of course, both volume and quality. Notwithstanding the greater volume of sound as compared with the ordinary machine, it is claimed that the Auxetophone can be used in small apartments and residences to even greater advantage than the ordinary machine because of the purity of the quality and the absence of scratching, it being decidedly pleasant, all harshness being eliminated. For large halls the effectiveness is remarkable. The Auxetophone can be connected with an ordinary electric light plant, and can be operated on any style direct current and almost any style alternating current. The Auxetophone costs $500. It has progressed to a point where the Victor Co. consider it ready for the market, although they do not pretend to say that it has reached its ultimate development. The two hundred Auxetophones are now coming through the factory.

Considerable work was done on the Auxetophone by Professor Parsons, the inventor of the steam turbine engine, but the Victor Co., acquired all the Parsons patents and have done the final work of developing it into a wonderful commercial machine.

INVNETED FAMOUS VICTOR DOG.

W. Barry Owen, one time general manager of the Edison Electric Lights, Ltd., London, Eng., and now a retiredพลottor on his estate at Martha's Vineyard Island, off the Massachusetts coast, was the originator of the world-famous Tea Tray Dog. Tucked up in the corner of the office in London, and the original now graces President Johnson's private office at the Victor plant in Camden, N. J.

LARSON & WAGNER DISSOLVE.

The firm of Larson & Wagner, Greenfield, la., engaged in the manufacture of phonographs for the last three months ago for the purpose of dealing in phonographs, was dissolved by mutual consent Monday, the partners dividing the stock. Both members of the firm will continue in the phonograph business, but Mr. Wagner, of which he devotes the greater part of his time to the towns west of Greenfield.

AN ENTERPRISING CONCERN.

Is the Tea Tray Co., of Newark, N. J.—Have Built Up a Great Business in Talking Machines—Interesting Description of Their Varied Achievements.

The Tea Tray Co., of Newark, N. J., are generally credited with being the pioneer manufacturers of horns, horn cranes, etc., used in connection with talking machines, having been established about forty years. In a chat with a member of the firm recently, he set forth the following reasons why they have achieved success in this industry:

"It has always been the policy of this company to make only the best quality material, and this is the keynote of their success in the talking machine world. The word 'Pioneer' is used because the firm of Tea Tray Co. is acknowledged to be the originators of the accepted standard black and gold horns which are finished with the famous enamel, which enabled them to secure the gold medal at the Continental Exhibition in 1875, over all other domestic as well as foreign competitors. They have held their place at the head of the line, and important improvements have been made, and new ones being added. They also originated horns with 'reamed-out bell,' which is a great improvement over the old method of filing bell with reeds. They were the first to make horns with swaged integral ferrules, which again did away with the possibility of ferrules becoming detached from the horns. When flower horns came to the front, this company again showed their originality by making horns with concave petals, upon which they received patents. These horns are by far the strongest and most attractive flower horns made to-day. They are finished with oil colors tamed in their extensive kilns; rather more costly to make, but this method upholds the reputation of this company for high-grade goods.

"Horn cranes and horn stands have also been an important feature with this company. As far back as April, 1903, when cranes came into demand, a patent was issued, which embodies the essential features of the cranes to-day. Since this time, numerous patents have been issued to this company, and their position regarding horn cranes to-day is extremely strong. Other manufacturers have attempted to imitate and to take advantage of these original ideas, and the Tea Tray Co. have found it necessary, and will continue to maintain their rights by legal process."

The Tea Tray Co. announce that two new models of clamped horn cranes for the coming season are now ready. These models show marked improvement over the well-known No. 20 Crane, which has been so popular. Orders are being placed in very large volume for both horns and cranes covering the whole of the next season's requirements. Comments on the sales of the Tea Tray Co., has just returned from a Western trip and reports business of immense volume, larger than ever before.

During the week of July 16 and the week following, the visiting jobbers will be cordially received by the Tea Tray Co., either at the Hotel Imperial, 2d and Broadway, or at the factory at Newark, N. J., where it will be demonstrated how well prepared they are to care for the trade bestowed by their patrons. A large variety of goods are now on exhibition, which show a decided advance in quality and originality. The Tea Tray Co. have again largely increased their manufacturing facilities, which is a proof of the growing appreciation of their goods by the trade.

APPROPRIATING "WORLD" ARTICLES.

Some of Our London Contemporaries Use The Talking Machine World as a Source of Information, But Fail to Give Credit.

The July issue of the Edison Phonograph Monthly, of London, England (not Orange, N. J.), which has just come to hand, is a number of more than ordinary interest, because, perhaps, it contains so many articles taken from recent issues of The Talking Machine World, for which, by the way, in no instance, docket credit appear. For the benefit of the editor of this publication, we quote the captions of a few of the many items appropriated from The World, namely: "Coutry," "New Use for the Phonograph," "Sel the Best," "Writes Phonographically," "The Phono in Pawn," "A Missouri Breeze," "Domestic Amenities," "Pointers on Trade Building," "Phonographic Tasting Forks," "Mrs. Edison's Gift," "Talkers for Summer Outfits," etc. The matter referred to covers a number of pages, and was specially written and paid for by The World, a whole appropriation, without credit, is a gross breach of journalistic courtesy, and we must appeal to our friends "across the big pond" to be fair.

Another of our London exchanges in its latest issue has a "New York letter" made up entirely of items from our last issue, while spread throughout the pages are several other items, for which we fail to find credit given The Talking Machine World. The reproduction of these items may be a very sincere form of flattery, but we would prefer credit.

The Russell Hunting Record Co., Limited

MANUFACTURERS OF THE "STERLING" RECORD

ARE THE LARGEST MANUFACTURERS OF RECORDS IN GREAT BRITAIN. OUTPUT 25,000 WEEKLY.

Every Sterling Master is Recorded by RUSSELL HUNTING, the Originator of the "STERLING" Series.

WE GUARANTEE EVERY RECORD TO BE PERFECT.

"STERLING" GOLD MOULDED RECORDS 25 CENTS EACH.

LIBERAL DISCOUNT FOR EXPORT.

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

THE RUSSELL HUNTING RECORD CO., Limited

TRADE NOTES FROM ST. LOUIS.


(Special to The Talking Machine World.)

St. Louis, Mo., July 9, 1906.

The talking machine trade for the month of June has been generally quiet, though here and there a very favorable report is heard. The general feeling, however, is that it is as good as can be expected for this season of the year.

About all the dealers in Edison instruments in the city will attend the meeting of the Edison interests in New York, July 17 to 22.

The St. Louis Talking Machine Co. have completed their alterations at their store, and they are decidedly handsome and up to date. They have four private salesrooms handsomely equipped, including electric fans, etc. This concern reports their trade for June better than that of May. C. P. Ramsdell, of the stock department of this concern, accompanied by his wife, will leave shortly for a two weeks' visit at his old home in Maryland and other points.

W. C. Fuhri, general Western manager of the Columbia Phonograph Co., reports trade throughout his territory good, but local trade rather quiet. J. P. Kelly, formerly connected with the Omaha office of the Columbia Phonograph Co., has been made manager of the St. Louis office, and he is succeeded at the Omaha office by J. L. Burr, of the St. Louis office. Mr. Fuhri will leave about the middle of the month for Kansas City, St. Joseph and Deavenport.

The Koerber-Brenner Musical Co. report their wholesale talking machine trade very good. The Val A. Reis Music Co. will make a feature of their talking machine department in their new store at 1005 Olive street.

T. P. Clancy, manager of the talking machine department of the Conroy Piano Co., reports trade only fair for the month of June. He will leave about the middle of this month, accompanied by his wife, to spend the Edison agents' meeting in New York, and will visit other points.

E. B. Walthal, manager of the talking machine department of the G. K. Hoeck Piano Co., reports that their trade for the month of June was remarkably good, and that it furnished him quite a surprise. He will attend the Edison agents' meeting in New York this month, being away about two weeks.

The Talking Machine Co., at 1010 Olive street, have changed their name to the Silverstone Talking Machine Co., of which Marks Silverstone is president. They are nicely located in their new quarters, and report trade to be fair. This concern is giving a fine concert one night each month, of which they are largely attended. The last one took place Friday night, June 29.

M. Neuman, of the Western Talking Machine Co., will leave July 15 for the meeting of the Edison agents in New York, and will be gone about one month, during which time he will visit the Eastern resorts. Miss W. C. Conway, of this concern, returned recently from a two weeks' vacation.

George Ornstein, traveling manager of the Victor Talking Machine Co., spent one day here during the month.

COLLAPSIBLE TALKING MACHINE HORN.

Transportation of the talking machine from one point to another has been somewhat unhealthy because of the uncompromising character of the horn. For the best results a large horn is necessary, but its shape and unyielding construction make it an awkward article to carry.

With a new horn, recently designed, this trouble will be avoided. This horn is collapsible. It is made of a number of small metal pieces which fit together in such a manner as to answer the purposes demanded of it, the pieces being held together by a leather lining. This permits of turning the horn inside out and rolling it up into a small package.

Another idea by which the same object is accomplished to a minor degree is by making the bell in two parts. When it is desired to dispose of it in as little space as possible, the two parts are collapsed, one within the other.

BUEGELEISEN

&

JACOBSON

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

May orders for Edison records alone was over 25,000, and during the month of May distributed over 400 Edison machines in addition to a large quantity of Zonophones, which line they have but recently acquired. An increase in the capital stock of the corporation has been authorized, and the shares will be on sale during August.

The above concern has been very successful in selling outfits for summer homes, and ascribe their success to the active advertising campaign carried on in the leading papers with the object of acquainting the public with this feature of their business. The response to the advertising keeps the store busy all summer, and the scheme is worth adopting by progressive dealers all over the country.

We are judges of the excellence of all kinds of small goods, such as Accordions, Mandolins, Guitars and Harmonicas, and carry a large stock, of which we offer at lesser prices, but which are superior to any on the market at the same price.

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

Write for catalogue.

Make good money for the new year. It is easy with our help. We can tell you how and go with the business tide when it serves.

Just What All Your Customers Are Looking For!

Sells at once as being novel, with BIG PROFIT TO YOU. Will help you sell more Edison Talking Machines and Records. Made in various sizes, to suit all tastes. No. 1, Soft Tone; No. 2, Medium Tone; No. 3, Louid Tone. Any of these needles will fit any make of sound box. Retail Price, $1 each; Wholesale Price, 75 cents each.

This needle requires the sound box to be fixed to it. Net Price to Dealers, 50c. Send us your sound box and we will do this free of charge.

Send us 11,000 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.
LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS.

WASHINGTON, D. C., July 5, 1906.

TALKING MACHINE WITH ROTATABLE HORN. Fritz Lochmann and Wm. Lochmann, of Zeulenroda, Germany, assignors to original Maschwerke Paul Lochmann Gesellschaft mit Beschrankter Haftung, of Leipzic, Germany, a firm. Patent No. 834,368.

In talking machines or graphophones in use the horn or sound trumpet is permanently directed to one side, and consequently the machine is generally best heard from this side. If, however, the entire box of the talking machine is mounted on a rotatable base, the winding mechanism partsake of the rotation and is located now at one side and then at another. These objections, according to this invention, are to be overcome by arranging the holder of the horn rotatably about the center axis of the talking machine, so that by simply turning the holder or carrier the horn can be set to any direction, while the machine itself retains its position undisturbed.

This invention is illustrated in the annexed drawings, in which Fig. 1 is a sectional view of a talking machine with rotatable or adjustable horn. Fig. 2 is a plan view of Fig. 1.


This invention relates to improvements in record rolls for phonographs.

The objects of this invention are, first, to provide an improved record roll for phonographs which will produce loud, distinct and full tones, and will hold any size horn up to 36 inches. Will not injure the cabinet. Instantly attached, very rigid.

The Universal Horn Crane

For Edison Phonographs and Columbia Graphophones.

For the convenience of Jobbers during their stay in New York this Crane will be on exhibition at

IDEAL FASTENER COMPANY, 143 Liberty Street, NEW YORK CITY.
THE TALKING MACHINE WORLD.

VICTOR TALKING MACHINES

WINNERS OF BACIGALUPI SOUVENIRS.

The list of the lucky winners of the gold pieces sent the National Phonograph Co. by P. Bacigalupi, San Francisco—all that was recovered from the vaults after the earthquake and fire, is made out in rotation as tickets were drawn, and gives the number of ticket as well as the denomination of pieces won, as follows:


THE TALKING MACHINE WORLD.

VICTOR TALKING MACHINES

WINNERS OF BACIGALUPI SOUVENIRS.

The list of the lucky winners of the gold pieces sent the National Phonograph Co. by P. Bacigalupi, San Francisco—all that was recovered from the vaults after the earthquake and fire, is made out in rotation as tickets were drawn, and gives the number of ticket as well as the denomination of pieces won, as follows:


YOU HAVE WAITED FOR THIS!

AN ATTACHMENT FOR HOLDING SOFTERTONE AND MEDIUM TONE NEEDLES IN THE NEW SPRING CLAMP NEEDLE ARM OF THE VICTOR EXHIBITION SOUND BOX

Here it is attached to the sound box. The sound box is turned up and the attachment inserted with its flat side opposite the lever, as shown in illustration.

Here is the Needle Clamp Attachment separate.

Without this a statement it is impossible to use softer and medium tone needles on the spring clamp needle arm. It is perfectly simple, easily attached, holds it a very short and is made in two sizes—for softertone and for medium tone needle.

Order as NEEDLE CLAMP ATTACHMENT and specify which needle is to be used.

Price, 25 cents each
Special prices to jobbers and dealers

The Softertone Needle is growing in popularity every day. The loud tone needle, of course, is a necessities in all dealers, but it is often too loud for home use. When a customer takes a machine home he finds the softertone needle a great relief. Instead of being announce one of the machine. This means increased sales.

It Costs Less One Softertone needle will play six records. Less time is used in changing needles, and there is less wear on the records. A record will last from three to five times as long as the softertone needle is used. We did not choose this fact until satisfied by numerous tests. You owe it to yourself to make a test it is double.

For Sale by L Y O N & H E A L Y, Chicago

Mr. Dealer:
If you want always to get the goods, send your orders to a house of exclusive Victorian Jobbers.

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

WE ARE NOT GIVING AWAY HORNS

But our Prices will Certainly Interest You.

THE BETTINI PHONOGRAPH CO., Ltd., 180 West 23d Street, New York.

EDISON PHONOGRAPH RECORDS AND SUPPLIES
Leading Jobbers of Talking Machines in America

OLIVER DITSON COMPANY
Are the largest Eastern Distributors of Victor Talking Machines and Records
Orders from Dealers are filled more promptly, are packed better, and are delivered in better condition, and filled more completely by this house than any other house in the Talking Machine business, so our customers tell us.
150 Tremont St., BOSTON, MASS.

THE CABLE COMPANY
CHICAGO.
Special attention given dealers in all lines.
Complete Stock Disc and Cylinder.

Columbia Graphophones
Records and Supplies.

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

PITTSBURG PHONOGRAPH CO.
VICTOR and EDISON JOBBERS
Largest and most complete stock of Talking Machines and Records in Western Pennsylvania.

Also Headquartes for
Columbia Graphophones
Records and Supplies.

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

DENHOLM & Mc KAY CO.
EXCLUSIVE COLUMBIA JOBBERS
If it's in the Catalogue we have it in large quantities

NEW ENGLAND JOBBERING HEADQUARTERS
EDISON AND VICTOR
MACHINES, RECORDS AND SUPPLIES
THE EASTERN TALKING MACHINE CO.
177 Tremont Street, BOSTON, MASS.

BENJ. SWITKY
Victor and Zonophone Distributor
519 Granery St., New York City

SEAKEY BROS.
HAVERHILL, MASS.
We can make Immediate Shipment of Cylinders and Discs
Columbia Graphophones and Records
Give us a Try, and you will try again

COLUMBIA ORDERS
For the New COLUMBIA GRAPHOPHONES, equipped with the New Spring Contact Reproducers and Columbia X P Records, executed same day as received.
SPALDING & CO., SYRACUSE, N.Y.

SAINT LOUIS TALKING MACHINE CO.
Southwestern Headquarters for Victor Machines and Records
We are specialists of long experience and guarantee satisfactory service.
SAINT LOUIS, MO.

I. DAVEGA, Jr., Jobber of EDISON PHONOGRAPH and VICTOR TALKING MACHINES, RECORDS AND SUPPLIES
Largest Stock of Cylinder and Disc CABINETS
125 W. 125th St., and 602-4 Third Ave., NEW YORK
WM. H. FREELAND, Wholesale Dept. 125th St.

You will find it to your advantage to give
A. C. HUFF, BETHLEHEM, PA.
A chance at your COLUMBIA WANTS
Complete Disc and Cylinder Stocks

HARGER & BLISH
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.

Portland Talking Machine Co.
PORTLAND, MAINE
Just Received - Complete Stocks
COLUMBIA CYLINDER GRAPHOPHONES
Disc and Cylinder Records
Prompt attention given all Orders

Edison Phonograph Co.
ST. PAUL, MINNEAPOLIS
37 E. 7th Street 18 Nicollet Avenue
Edison Phonographs and Records
ALL MACHINES, RECORDS AND SUPPLIES
Write for Prices on Supplies.
Orders filled same day as received.

KLEIN & HEFFELMAN CO.
Canton, OHIO
Edison and 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.

Victor Talking Machines and Records
SELF-PLAYING PIANOS.
Catalogs and Prices on Application.
Sherman, Clay & Co.
San Francisco, Los Angeles, Seattle.

PACIFIC COAST HEADQUARTERS FOR EDISON PHONOGRAPH AND RECORDS.
Peter Bacigalupi, SAN FRANCISCO, CAL.

GEO. BORGFE LD & CO., CHICAGO, NEW YORK, ST. LOUIS.

COLUMBIA JOBBERS
Disc and Cylinder.
Graphophones, Records and Supplies.

MINNESOTA PHONOGRAPH CO.
MINNEAPOLIS
37 E. 7th Street 18 Nicollet Avenue
Edison Phonographs and Records
ALL MACHINES, RECORDS AND SUPPLIES
Write for Prices on Supplies.
Orders filled same day as received.

CLARK, HORROCKS & CO., Utica, N. Y.
Descriptive Catalogue on Application.
COLUMBIA GRAPHOPHONES
Records and Supplies.
Complete stock of all New Types. New Catalogue now ready.

NEW ENGLAND JOBBERING HEADQUARTERS
EDISON AND VICTOR
MACHINES, RECORDS AND SUPPLIES
THE EASTERN TALKING MACHINE CO.
177 Tremont Street, BOSTON, MASS.

NEAL, CLARK & NEAL CO., BUFFALO, N. Y.
Largest Stock of
COLUMBIA GRAPHOPHONES
and Cylinder Records

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 August list.
Trade in the Twin Cities.

Hough Reports a Decided Increase over Last Year—Opened New Stores Recently—Minesota Phonograph Co. Make Excellent Report—The Views of Other Leading Dealers Vary, But All Seem Satisfied.

(Special to The Talking Machine World.)

Minneapolis and St. Paul, July 7, 1906.

T. C. Hough, the pioneer talking machine dealer, in the Twin Cities, with two stores in Minneapolis and one in St. Paul, reports trade as having been very satisfactory the past month; in fact, that his business has been greatly increased over last year by the opening of his new store two months ago. Mr. Hough handles the Edison and Zonophone.

The Minneapolis Phonograph Co. report that their wholesale business has been very good for Edison and Zonophone.

Mr. Lowey, in charge of the Victor department of the Minneapolis Phonograph Co., general, being requested to sell out. Mr. Lowey started the practice of selling all disc records in envelopes. The plan has proved so successful that other dealers are following his example.

A. M. Magoon, in charge of the Victor department of New England Furniture Co. said: "Trade is somewhat quieter this month. It comes in fits and starts, you might say. One day there is nothing doing, and the next day we do very well. But we have had a very good demand for Edison machines for the home of an excellent quality, although the Victor has also been selling very satisfactorily."

About a month ago Mr. Lowey started the practice of putting all disc records in envelopes. The plan has proved so successful that other dealers are following his example.

E. H. Wheeler, manager of the Columbia Phonograph Co., in Minneapolis, reported trade as somewhat quiet now that the summer has commenced, but that so far this year the results are considerably ahead of last year.

C. W. Long, formerly of Salt Lake City, has taken hold of the St. Paul branch of the Columbia Co., and in the past month has secured very satisfactory results.

The talking machine department in the Glass Block reports trade as quiet. In this department can be found the Victor, Edison, Columbia, Zonophone and Regina phonograph.

**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 August list.

SOL BLOOM BUILDING
3 E. 42d Street, New York

VICTOR DISTRIBUTOR EDISON JOBBERS

All the Latest Novelties in Talking Machines, Attachments, Supplies, Etc.

CHICAGO HEADQUARTERS COLUMBIA

Disc and Cylinder Graphophones and Records Exclusive COLUMBIA Lines.

HIRBARD, SPENCER, BARTLETT & CO., Chicago.

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**THEO. F. BENTEL CO.**

Pittsburg Headquarters For

EDISON-VICTOR-COLUMBIA


Write us for quotations.

435-437 Wood Street, Pittsburg, Pa.

M. M. MARRIN & CO.

Grand Rapids, Mich.

Exclusive Columbia Jobbers. Complete Stock Disc and Cylinder Columbia Records and Graphophones. All Orders Shipped Promptly.
With the Makers, Sellers and Users of Automatic Specialties

THE MONTH'S HAPPENINGS.

Slot Machine Men Experiencing Busiest Season

The new Automatic Vaudeville Arcade opened at Nos. 31 and 32 Park Row by Max Goldstein is rather unique owing to its elaborate decoration. The predominating colorings are white and gold, to which has been added a cream tint. The location of this arcade is without a doubt the best in this city, for more people pass this spot every day than anywhere else in the world.

The Vitaak moving picture machine is one of the mechanical wonders of the age and the direct result of twelve years' experimenting by experts and the expenditure of many thousands of dollars. This machine can be operated after a moment's study by any person of ordinary intelligence. It is so constructed that not the slightest effort on the part of any person is required to make the machine move.

MONEY IN AMUSEMENT PARKS.

The estimated investment in summer amusement parks in this country will reach a total of $100,000,000 this year. The total number of passengers is estimated at 890, and three-fourths of that number are controlled by and operated for electric railway lines.

This figure for the investment seems high, and the more so when it is known that the many small resorts, "pavilions," groves," etc., found in every locality are not included. It is probable, however, that the figure may be accepted as representative, although it will correspond more closely to the advertised cost of each specific resort rather than the actual cost, the two sums frequently being quite different. At any rate, the investment will reach an astonishing total.

TRADE NOTICES.

The new Automatic Vaudeville Arcade opened at Nos. 31 and 32 Park Row by Max Goldstein is rather unique owing to its elaborate decoration. The predominating colorings are white and gold, to which has been added a cream tint. The location of this arcade is without a doubt the best in this city, for more people pass this spot every day than anywhere else in the world.

The Vitaak moving picture machine is one of the mechanical wonders of the age and the direct result of twelve years' experimenting by experts and the expenditure of many thousands of dollars. This machine can be operated after a moment's study by any person of ordinary intelligence. It is so constructed that not the slightest effort on the part of any person is required to make the machine move.

The following are the manufacturers of automatic devices of all kinds:

- American Mutoscope & Biograph Co.
- B & R Records
- NEOLA PIANO & PLAYER CO.
- THE PIANOVA COMPANY

Some Progressive Makers of Automatic Specialties

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

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

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"

Special Harmed 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 sets, 21c. each.

BURKE & ROUS, 325-356 FIFTH AVE., BROOKLYN, 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 August list.

DO YOU WANT MONEY?
You can make it easily if you sell

"The Nicklin"
Coin-Operated Piano

Secure territory now, before your neighbor gets it. Write for prices, discounts and advertising matter to

NEOLA PIANO & PLAYER CO.,
201-203 East 49th Street, NEW YORK CITY

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.

A mightly good investment for the man with a small amount of capital and, in fact, for any person, as the returns are all but beyond belief. Moving pictures always did and always will hold a strong attention for both young and old. These are the whole substance of the show, while if you have a good singer, illustrated songs give a desirable contrast and add interest. By the new rental system in vogue with the large film manufacturers one can obtain a constantly changing programme, which is necessary for any great returns, especially in small towns, at a very low cost. This idea is a splendid one for the talking machine dealer. If your store is not fitted for such a place, look for one, say, that will seat anywhere from 100 to 500—but get one.

During intermissions have your talking machine there and give selections from the latest records. The illustrated songs also will be big boomer for your record business; an automatic piano or a talking machine will make a first-class crowd drawer for the front of your place.

The automatic piano has certainly won for itself an enviable position all over the country, wherever amusement features abound. All the arcades of any importance have these instruments as headliners and crowd drawers, where they occupy the central position at the front.

The electric gun galleries are kept busy night and day, while those establishments that boast a "real live target range" are flooded by the followers of this diverting sport. There really is something like exhilaration when one hears the sharp report of a gun in answer to the persuasive pressure of the trigger finger—something that makes one's blood rush through his veins a little faster, as he feels this thing of life he holds trouble after the discharge. Yes, it's a paying proposition any way you look at it, and an attraction worthy of addition to any parlor no matter how large or how small.
Talking Machine Dealer

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 and Clark Exposition, 1905

Subscription in United States, Canada and Mexico, $2.00 for 55 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

To Talking Machine Dealers

The talking machine can now be operated in any position, and it can be used at any hour of the day or night. The mechanism consists of a spring which trips a lever at a certain time, and when the spring is released the clock the talking machine will deliver its message, and at the same time a miniature 45-volt lamp is turned on. The light, however, may be so arranged that ordinary dry cells will give a good light for a considerable time before they are exhausted.

TALKING AND PICTURE MACHINE.

The talking machine has now been popularized to such an extent that it can be heard all over this city, and in every part of the world. A vast amount of information is contained in each issue of the world upon receipt of one dollar.

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If Someone Told You

that there was a new musical instrument which operated automatically by means of a paper roll, without pneumatics, bellows or tubes, which automatically controlled its own expression from loud to soft and vice versa by means of perforations in the roll, and which had the effect and the tone-quality of an expensive orchestrion, although offered at a moderate price, you would want to know more about it, wouldn't you?

Well, we have such an instrument in our new

Regina Sublima Piano

Although recently placed on the market, its success is already assured, and it bids fair to become the most popular instrument that we have ever produced.

Our space here is too limited for a complete description, but here are a few facts concerning it:—

1. It is coin operated.
2. It plays upon piano-strings, yet sounds different and better than any automatic piano.
3. Its tone quality is wonderfully rich and sweet, and the musical effect is not in the least degree "mechanical."
4. It is operated by electric motor or by spring motor as desired. (This feature is valuable in places where electric current cannot at all times be obtained).
5. It stands eight feet high.
6. It contains an advertising device with spaces for 10 cards, which change at intervals while tunes are playing. This space can easily be rented and the rental will help pay for the instrument.
7. Each music-roll contains five selections, one of which is played for each coin inserted, and when the last one is finished, the roll is automatically rewound, and is ready to start again at the beginning.
8. It has a range of 73 notes, which is almost double that of the ordinary coin-operated piano, and eight notes more than in the largest one heretofore produced.
9. It bears the well-known Regina guarantee.

Further information will be furnished on application. Dealers who wish to handle the Sublima Piano should write us promptly, as territory is being rapidly assigned for its sale.

Main Office and Factory: 
RAHWAY, N. J.
Manufacturers of Regina Music Boxes, Reginaphones, Regina Chime Clocks and Reginopianos.
Successful Edison Advertising

The vacation time is at hand and Edison Dealers are prospering. The reason is apparent. Edison summer advertising, a sample cut of which is shown on this page, tells the public how to advantageously use the Edison Phonograph during the warm summer months, and the suggestions are favorably received by the public.

The Edison Dealer never fears a "Summer Slump," because we prevent it by advertising as above mentioned.

There’s money to be made in handling Edison goods, and it would pay you to write us or any of the Jobbers named below for full particulars. Do so now.

National Phonograph Co.

New York Office, 31 Union Square.

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

59 LAKESIDE AVE.
ORANGE, N. J.

Albany, N. Y.—F. L. Black & Hahn.
Altamont, Pa.—C. C. Abbott.
Baltimore—W. E. Droop & Sons Co.
Boston—Boston Bros. Co.
Buffalo—E. F. Droop & Sons Co.
Burlington, Vt.—American Phono. Co.
Cincinnati—Ilsen & Co., Rudolph Wurlitzer Co.
Cleveland—Eclipse Musical Co.
Dallas, Tex.—Southern Talking Mach. Co.
Dayton, O.—Niehaus & Dohse.
Easton, Pa.—William Werner.
El Paso, Tex.—W. G. Wall Co.
Fall River, Mass.—Iver Johnson Sporting Goods Co.
Fort Dodge, Iowa—Early Music House.
Fort Worth, Texas—Cummings, Shepherd & Co.
Hoboken, N. J.—Eclipse Phonograph Co.
Knoxville—Knoxville Typewriter and Phono. Co.
Lincoln, Neb.—W. H. Sielkes Cycle Co.
Minneapolis—Thomas C. Hough, Minnesota Phonograph Co.
Moncton, N. B.—L. E. Sidles Cycle Co.
Montreal—Western Talking Mach., H. A. Weymann & Son.
New Bedford, Mass.—Half-Price Co.
New Haven—Pardee—Ellenherger Co.
New Haven—O. K. Houck Piano Co.
Ogden, Utah—Bud's Sporting Goods.
Peoria, III.—Peoria Phonograph Co.
Portland, Ore.—Graves & Co.
Salt Lake City—Clayton Music Co.
San Antonio, Tex.—W. W., Horn Optical Co.
San Francisco—Peter Baughman & Sons.
Saskatoon—George J. Vanamaker, Limited.
Sharon, Pa.—W. C. De Foreest & Son.
Spokane, Wash.—Spokane Phono. Co.
Toledo—Hayes Music Co.
Toronto—R. S. Williams & Sons Co., Ltd.
Winnipeg—R. F. Wells & Son.
Weymouth—E. F. Droop & Sons Co., S. Kanem & Sons Co.
Waycross, Ga.—Geo. R. Youmans.