THE PIONEER MANUFACTURERS OF Amplifying Horns and Horn Cranes

The Tea Tray Company of Newark, N. J.

No. 200. Clamp Horn Crane
PATENTED
April 28, 1903
Feb. 2, 1904
March 20, 1906
June 21, 1904
May 15, 1906
Others pending.

No. 228. Clamp Horn Crane
PATENTED
April 28, 1903
Feb. 2, 1904
March 20, 1906
June 21, 1904
May 15, 1906
Others pending.

Maker of "Accurate" and "Newark" Chemical Fire Extinguishers, which bear the Underwriters Laboratories New Inspection Label. Ask for these.

Entered as second-class matter May 7, 1905, at the post office at New York, N. Y., under the act of Congress of March 3, 1897.
WAITING AT THE CHURCH
Song by Miss Ada Jones.
One of the pronounced hits of the season, introduced very recently by Vesta Victoria.

Also Listed as a Band Number.

CHEYENNE MEDLEY
Introducing LA SORELLA. Lively, Catchy and Musical.

A RARE BIT FIEND
A Musical Eccentricity, a Novelty and Very Well Rendered.

NOTICE OUR SMOOTH SURFACE THIS MONTH.
Better Than the Best. Try and See.

AMERICAN RECORD COMPANY
Hawthorne, Sheble & Prescott
(SALES MANAGERS)
SPRINGFIELD, MASS.
The Talking Machine World

Vol. 2. No. 9.
New York, September 15, 1906.
Price Ten Cents

TALKING MACHINE PARTIES.

How Dealers May Keep in Close Touch with Their Customers.

Every dealer will admits that it is absolutely essential in order that he may enjoy prosperity for him to keep in close touch with his customers. On the contrary, though they do not usually go out of their way to further the sale of records by creating new interest in the talking machine. The following party is simply a dream, if you are interested in the figures showing the exports of talking machines for the last five weeks from the Port of New York:

NEW YORK, September 15.

There were one record in that collection of which Salwiner was very fond, and he requested that it be laid aside. “Play all the others,” he said, “but not that one.” His friend smiled and nodded in assent. But after all the other records had been played over and over again, his curiosity triumphed over his good judgment, and he placed the fatal cylinder on the mandrel. The first notes of the selection were ringing out on the air when Salwiner returned. “You dog!” he cried in Italian, at the same time reaching for his revolver. Errinoni caught in the muzzle, tried to withdraw the record, but it withstood his efforts. Again he tried, and this time a dull crunch—the wax cylinder broke in half. That was as fire to the torch. A companion of the selection, the revolver leaped from its holster, a lurid streak of flame shot from the polished muzzle, and Errinoni was dead, while Salwiner was fleeing across the fields as an enemy.

Here fact creeps in again, for it is known that the mighty police appeared and arrested, with dauntless courage, seventeen innocent men, and that the slayer of Errinoni is still at large; but what caused him to spring with tiger-like ferocity upon his friend and shoot him down is not known.

I am not a Sherlock Holmes, but I firmly believe that if the Police Department of San Francisco will search carefully for the remains of that record at the scene of the crime, and cement together its shattered fragments, they will learn why Luigi Salwiner killed Vincenzo Errinoni. It may have engraved upon its glossy surface the voice of a sweetheart across the seas—who knows? May she not have been a dainty spirit of the Yurok tribe of California, who means from his friend Salwiner, and whose voice upon the record was all that remained to him of her sweet presence?

TALKER CAUSES MURDER.

Italian Who Broke Record in Absence of Shot Dead—World Correspondent Enacts Role of Sherlock Holmes.

(Special to The Talking Machine World.)

Washington, D. C., September 7, 1906.

Manufacturers of talking machines will doubtless be interested in the figures showing the exports of talking machines for the past five weeks from the Port of New York:

AUGUST 14.

Berlin, 24 pkgs., $2,456; Bristol, 115 pkgs., $2,380; Buenaventura, 8 pkgs., $119; Buenos Aires, 131 pkgs., $1,307; Calcutta, 7 pkgs., $337; Callao, 2 pkgs., $248; Cartagena, 10 pkgs., $316; Cardiff, 55 pkgs., $195; Copenahgen, 2 pkgs., $201; Glasgow, 9 pkgs., $376; Hamburg, 231 pkgs., $3,460; Havana, 1 pkgs., $109; 12 pkgs., $261; 8 pkgs., $149; London, 33 pkgs., $876; 8 pkgs., $135; 17 pkgs., $325.

Our Foreign Customers.

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

(Special to The Talking Machine World.)

(Philadelphia, August 25, 1905.)

The texts in native language thus obtained will be published in a bulletin of the University, with exact interlinear translations, thus giving an accurate picture and record of this tribe’s legends, prayers and medicine in both the Indian’s and white man’s language.

When the Second Regiment Connecticut National Guard was returning from camp recently, the band playing the well-known “Second Regiment March,” turned down a side street, leaving the greater part of the regiment out of hearing distance of the music. At the time the troops were passing the store of the Columbia Phonograph Co., on a street corner, New Haven, and Manager Ogden, noting the lack of music, got a Twentieth Century Machine in working order, pointed the fifty-inch horn toward the street, and a record was made of the same. The music was soon furnishing marching music. The time was perfect and it is said that not a man lost step. We believe that this is the first instance where the greater part of a regiment marched to the music of a talking machine.

PRESEVING INDIVIDUAL MYTHS.


(Philadelphia, August 27, 1905.)

Our Correspondent

In-
TWENTIETH CENTURY
"HOME"

A WONDERFUL NEW GRAPHOPHONE
NOW ON THE MARKET A MARVELOUS INSTRUMENT

THE demand for a Graphophone embodying the principles of the "Twentieth Century" but smaller in size than the "Premier" and particularly adapted to the home and small halls, has resulted in the bringing forth, by the Columbia Phonograph Company, of a new machine known as the Twentieth Century "HOME." We present a picture of it below.

This new type of machine sells, without horn, for $75 and is, in every respect, a thoroughly first-class instrument.

It has the same essential features that have made the Twentieth Century "Premier" famous.

Mounted in a Mahogany Cabinet of great beauty and high finish and equipped with a strong motor, the Twentieth Century "HOME" LEAVES NOTHING TO BE DESIRED

Uses the regular Cylinder Records—all makes—as well as the new Columbia Twentieth Century Cylinders, half a foot long: 50 cents each.

While the VOLUME of tone from records played on the new machine is somewhat less than when they are reproduced on the Twentieth Century "Premier," the QUALITY is full.

Measured by ordinary cylinder machines, the Twentieth Century "HOME" GRAPHOPHONE is so far in advance of them as to leave no room for comparisons.

Columbia Phonograph Company, Gen'l

CREATORS OF THE TALKING MACHINE INDUSTRY
LARGEST TALKING MACHINE MANUFACTURERS IN THE WORLD
OWNERS OF THE FUNDAMENTAL PATENTS

Grands Prix, Paris, 1900.
Double Grand Prize, St Louis, 1904.
Highest Award, Portland, 1905.

Stores in all Principal Cities. Dealers Everywhere.
THE TALKING MACHINE WORLD.

TRADE GOOD IN SAINTLY CITY.


(Special to The Talking Machine World.)

St. Louis, Mo., Sept. 5, 1906.

The talking machine trade for the past four weeks has been quite fair considering the season of the year, and the indications point to a decided improvement from now on. The St. Louis Talking Machine Co. report a very fair trade, and that they are still behind on orders for Victor seconds and thirds. This concern has just received an Aucutexphone, which sells at $400, and a Victorola, which sells at $200. They are on exhibition at their salerooms, and are commanding a greater price than similar instruments.

W. C. Fuhr, western representative of the Columbia Phonograph Co., reports that trade is reasonable, and that everything points to a big Fall and Winter trade. Mr. Fuhr has just returned from a business trip to New York.

T. P. Clancy, manager of the talking machine department of the Conroy Piano Co., reports a much better trade for the past month than for the same period a year ago. He also reports the sale of a high number of price instruments.

O. K. Houck, president of the O. K. Houck Piano Co., who was a recent visitor here, stated that he looked for an exceedingly big trade in talking machines this Fall and Winter, and that he expected that all the concerns would find difficulty in filling orders, both for machines and records.

The Val A. Reis Music Co. have just finished up a hundred-room house for talking machine purposes on their first floor. It is partitioned off from the main department, and it is nicely equipped in every way.

The Thibes-Stelier Music Co. will have their new talking machine retail department ready for the trade about October 1. It will be located on the first floor, and it will be thoroughly up-to-date.

L. A. Cummins, salesman in the talking machine department of the O. K. Houck Piano Co., has returned from a two weeks' vacation, which was spent in Chicago and other points.

Paul Ware, formerly salesman in the talking machine department of the Conroy Piano Co., has accepted a position with the talking machine department of the O. K. Houck Piano Co. Mr. Ware has been with the concern since the Fall, and has been very much in evidence in the locality.

The Conroy Piano Co. have established a talking machine department, and are now ready for business.

B. V. Bradley, of the International Record Co., was a recent visitor here and did a nice business with the local dealers.

Manager Kelly, of the Columbia Phonograph Co., states that the demand for the Twentieth Century instrument is better than ever before, while the $45 aluminum tone arm is selling faster than they can get them.

Manager Charles A. Regan, of the Columbia Phonograph Co., New Orleans, spent a few days of his vacation here recently renewing old acquaintances.

"Dick" Gutenberger, formerly with the Columbia Phonograph Co., here, and now with the same concern at Kansas City, spent a few days here recently visiting his folks.

BUSY TIMES IN ST. PAUL, MINN.

(Special to The Talking Machine World.)

St. Paul, Minn., September 6, 1906.

The talking machine dealers of this city are of the kind that are "up and doing," as is evidenced by the recent move of the Minneapolis Phonograph Co. in engaging a traveler to cover territory as far west as the Coast. The company handle the Victor, Edison and Zen-o-Phone lines, and in their section have built up a very prosperous business.

Another bustling concern is W. J. Dyer & Bro., whose talking machine department is continually growing and who place reorders almost as soon as original shipments are received. The firm recently handled the Twentieth Century instrument, which has increased this department of their growing business.

NEW USE FOR TALKING MACHINE.

A Johnson County (Missouri) woman found it necessary to send a message to a brother prince, but the use of a horse and wagon was deemed too slow and dangerous. She bought a talking machine and a special tin box with which to send the message. She brought it out, started it, and the horse ran away very fast and was killed.

INTERVIEWING DENIZENS OF JUNGLE.

Miss Ida Vera Simonton, who with Prof. R. L. Garner, will spend several months in steel cages in the heart of the African jungle for the purpose of studying the language and life of our Simian brethren, will take a talking machine as part of her equipment.

Whenever curious gorillas or chimpanzees visit the locality of the cage the phonograph will be made ready to record and record their chatterings. Then, again, the machine will be started and the animal language reproduced back to him and a friendly conference held.

Doubtless upon her return to civilization, Miss Simonton will be able to throw much light upon the truth or falsity of the theory that the animal language reproduced through facts gleaned from the conversation of the denizens of the jungle themselves.

SPEAKING BOX 3,000 YEARS OLD.

Discovered, of course, in China, Where So Many of Our Modern Inventions Have Been Anticipated—Interesting Contribution.

A correspondent of the New York Sun sends the following bit of information concerning the alleged origin or discovery of the talking machine: "I found the following in an article entitled "China, Reform and the Powers,' in the Fortnightly Review for May, 1901, page 735. The article is by Sir Robert Hart: 'In 1858 the gover- nor of Kwang-tung, Pih-Kwei, told to incredulous me how some old books of 2,000 years had a speaking box, how the Chinese government even had one, and how the prince of one of the Chinese States of those days used to send messages to a brother prince in a curiously shaped box made of special wood, in which the Chinese sender wrote his messages into it, closed and sealed it, and sent it; and how I received it and opened it, and how the recipient on opening it heard with his own ears the actual words and voice of the sender. In 1858, the first phonograph that came to Peking brought me a message from Lo Peng-Luh, now Chinese Minister in London, England, and as the cone revolved and I heard his words and recognized his voice, I heard also Pih-Kwei telling me one more—just nothing incredulous—about the prince's wonderful message box.'"

NAVAL MEN BIG USERS

Of Talking Machines—Big Purchases Made by S. of S. Recently in These Waters for Inspection by President Roosevelt.

The songs to the tune of the hoe's pipe on board of the men-of-war of this nation at least is a thing of the past, these warships having a talking machine on board. There are few if any of our naval vessels that have not several of these machines on board, and whenever at a port where Eng- lish-speaking vessels are sold, the Navy is sure to order one. In the interest of training the sailors, the Navy has ordered a large assortment of records, and in addition form a pool monthly for adding to their stock of records, each one selecting what most appeals to his taste and all having the privilege of changing. As a rule, the disc machine gives better results as a rule, the disc machine gives better results at sea, as the rolling of the ship does not affect its playing to the extent that it does to a cylinder machine. It is also claimed that the salt water tends to disintegrate the wax records. As there is a growing demand for sea chanties, it has been suggested by a sailor that the talking machine people put a lot on the market, and it is thought that they will prove as acceptable to the sailors as to the landman as to the tar. Manufacturers of a certain breakfast food have devised an excellent scheme for attracting attention to the various wagons they send out and which are covered with advertising matter. A large talking machine is placed within the wagon with the horn protruding out over the driver's seat. A catchy tune being played assures the attention of everyone in hearing distance and they cannot avoid seeing the signs.

YOU HAVE WAIVED FOR THIS!

AN ATTACHMENT FOR HOLDING SOFTETONE AND MEDIUM TONE NEEDLES IN THE NEW SPRING CLAMP NEEDLE ARM OF THE VICCTOR EXHIBITION SOUND BOX.

Without this attachment it is impossible to use softer and medium tone needles on the spring clamp needle arm. It is perfectly simple, easily attached, holds like a vise and is made in two sizes—for softer-tone and for Medium tone needles. Order as NEEDLE CLAMP ATTACHMENT and specify which needle to be used.

Price. 25 cents each

Special prices to jobbers and dealers

The Softetone Needle is growing in popularity every day. The loud tone needle, of course, is a necessary article for the dealer in selling machines. When the softetone needle is a great success. Instead of doing it improperly the use of the machine. This means record sales.

It Costs Less

One Softetone needle will play six records. Less time is used in changing needles, and there is less wear on the records. A record will last three times as long when the softetone needle is used. We do not accept this fact until satisfied by numerous tests. You owe it to yourself to make a test if in doubt.

FOR SALE BY LYON & HEALY, CHICAGO.
HOW THE TRADE IN CLEVELAND IS MOVING.

Optimistic Feeling Prevails Over Trade Conditions—Notable Columbia Sales—Attractive Win-

tional Electric Lamp Co., Upson Nut Co., and

land Worsted Mills Co.. Cleveland Grain Co., Na-

closed the sale of a four -machine commercial

Within the last week," said Mr. Bourgeois, "we

ing daily.

ern

elegant display and salesroom, with all the mod-

 fixtures pertaining to the

this city.

The parks are doing unusually good business

ally fine and selling rapidly.

The Caille

impregnated the big enterprises, but has spread

Few of the old-time organ -grinders are seen

To be found to be in Newark, N. J., and vicinity

The purchaser simply

the September lists of records were exception

The purchaser simply

the September lists of records were exception

The purchaser simply

The purchaser simply

The purchaser simply

The purchaser simply

The purchaser simply

The purchaser simply

The purchaser simply
A big help to dealers

Did you ever consider the value to you of the advertising we are constantly doing? Did you ever think how this publicity could be used to your greatest advantage?

Our magazine advertising goes to 49,000,000 readers every month and opens up a field for the sale of

Victor Talking Machines and Records

that is as broad and long as the United States itself.

There isn't a dealer anywhere who isn't helped by this widespread publicity; but some dealers don't realize how helpful it can be made if they do their part.

Whatever portion of these 49,000,000 people live in your vicinity is yours to work on, and this is the way to do it:

Follow up the impression made by our advertising by doing some of your own in the local papers, by circular work and window display. Invite people to your store to hear the Victor. Try to let everybody know you have the Victor.

Easy enough and extremely profitable. Why don't you try it?

Victor Talking Machine Company

Camden, N. J.

P.S.—You'll find it profitable to carry out this idea: 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:

- San Francisco, Calif.: Shorman, Clay & Co.
- Salt Lake City, Utah: Carstens & Allen Music Co.
- Savannah, Ga.: Yeomans & Laye.
- Seattle, Wash.: Shorman, Clay & Co.
- Spokane, Wash.: Eiler's Piano House.
- Springfield, Mass.: Metropolitan Furniture Co.
- St. Louis, Mo.: O. H. Kueck Piano Co.
- Rochester, Ga.: Muehner Music Co.
- Syracuse, N. Y.: W. D. Andrews.
- Toledo, Ohio: The Hayes Music Co.
- Wilkesbarre, Pa.: Isaac Reimch & Sons.

Victor Talking Machine Company

Camden, N. J.

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

- Albany, N. Y.: Price Phonograph Co.
- Atlanta, Ga.: Alexander-Silva Co.
- Baltimore, Md.: Cohen & Hughes.
- Boston, Mass.: Oliver Ditson Co.
- Bridgeport, Conn.: The Kline & Hollerman Co.
- Canton, O.: Steele & Babbage Co.
- Chicago, Ill.: The Talking Machine Co.
- Cleveland, O.: E. B. Booth Co.
- Columbus, O.: E. Perry B. Walnut Co.
- Dallas, Tex.: C. M. Goggin & Bro.
- Denver, Colo.: Knight-Campbell Music Co.
- Des Moines, Iowa: H. J. Jensen & Son.
- Detroit, Mich.: Gough Bros.
- Dubuque, Iowa: Berg & Hעץ.
- Galveston, Tex.: Samuels & Bros.
- Harrisburg, Pa.: A. J. Frieden.
- Indianapolis, Ind.: Jean's Servo.
- Jacksonville, Fla.: Metropolitan Talking Machine Co.
- Kansas City, Mo.: W. Jenkins Sons Music Co.
- Memphis, Tenn.: E. K. Hueck Piano Co.
- Milwaukee, Wis.: W. H. Reynolds.
- Minneapolis, Minn.: Minneapolis Phonograph Co.
- Mobile, Ala.: W. H. Reynolds.
- Montreal, Canada: Berliner Gramophone Co., Ltd.
- Nashville, Tenn.: O. K. Hueck Piano Co.
- Newark, N. J.: Tall-Fontze Co.
- New Haven, Conn.: Henry H. R. Shoemaker.
- New Orleans, La.: Tall-Fontze Co.
- New York, N. Y.: Scott Phonograph Co.
- Omaha, Neb.: The Regina Co.
- Philadelphia, Pa.: C. L. House & Son.
- Pittsburgh, Pa.: The Musical Echo Company.
- Portland, Me.: F. E. Beach Co.
- Providence, R. I.: The Musical Echo Co.
- Richmond, Va.: A. L. Rommel Arms Co.
- Rochester, N. Y.: C. J. Heppe & Son.
- Rochester, N. Y.: C. J. Heppe & Son.
- San Antonio, Tex.: E. B. Booth Co.
- Savannah, Ga.: Yeomans & Laye.
- Seattle, Wash.: Shorman, Clay & Co.
- Spokane, Wash.: Eiler's Piano House.
- Springfield, Mass.: Metropolitan Furniture Co.
- St. Louis, Mo.: O. H. Kueck Piano Co.
- Rochester, Ga.: Muehner Music Co.
- Syracuse, N. Y.: W. D. Andrews.
- Toledo, Ohio: The Hayes Music Co.
- Wilkesbarre, Pa.: Isaac Reimch & Sons.

P.S.—You'll find it profitable to carry out this idea: 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.

The new quarters of the Hawthorne & Sheble Mfg. Co., at Jefferson and Howard streets, are admirably adapted for the increasing trade of the firm—an entire first floor is occupied, being divided into office, storeroom and manufacturing departments, with additional rooms for shipping, packing, etc. Employees engaged in manufacturing the company’s “Artistic Flower Horns” and other talking machine equipment are unusually skilled, as is shown in the perfect products which leave the factory. When the World’s representative called, Mr. Sheble, of the company, was deeply engaged with out-of-town customers and could not be seen, but from other sources it was learned that the plant is very busy and the outlook for Fall business is very bright.

An incorporation of note the past month was that of the piano and musical instrument house of C. J. Heppe & Son. The incorporators of record are C. J. Heppe and F. J. Heppe, of Philadelphia, and John G. Straton, of Camden, N. J., where the incorporation papers were filed. The firm is capitalized at $1,000,000. At their large warerooms on Chestnut street, Heppe & Son handle pianos, piano players, Victor talking machines and various musical instruments, and are accounted one of the reliable houses of the city.

Business with us has taken a big jump,” said Manager H. F. Lewis, of the Lewis Talking Machine Co., 15 South 9th street. “Trade has improved very much. No, I can’t say very many new parties have gone into the retail trade; Summer seems to take their nerve, but this Fall, so doubt, a number of new retail stores will open. We have made a hit with the Twentieth Century Home machine—the $75 Columbia talking machine. Have put out a large number of them and could put out more if we had them on hand.”

“We are getting in a good many orders for future delivery,” said John B. Miller, of the Penn Phonograph Co., 17 South 9th street. “We have just leased the premises next door, that is, the ground floor, and will utilize it as storage quarters. Here at No. 17 we will continue our salesrooms, offices, etc., but, having outgrown our present quarters we had to take on additional room. What is the outlook for Fall trade? Fine! We are placing heavy orders with confidence, and I have no reason to believe that but trade will be very good.”

Manager John A. Gould, of the Columbia Phonograph Co.’s main Philadelphia office, 1109 Chestnut street, said of trade conditions: “We have had a good August and look for better things in September.”

Haddonfield, N. J., people are after one “John Doe,” who, at his place on Centre street keeps a talking machine working overtime on “rag time” music. “Doe” belongs to the class who operates his machine not “wisely, but too continuously,” and may have to answer to a nuisance charge.

A. L. Neil, of the main office of the Columbia Phonograph Co., visited Mt. Holly, N. J., the past month, where he looked up the doings of an alleged crooked salesman. He straightened matters out all right, it is said.

The Automatic Music Publishing Co., of Reading, Pa., which incorporated under Pennsylvania law the past month, is capitalized at $1,000,000.

Gimbels, department store, and Gimbels, department store, in their musical department the past month, have been pushing sales of Reginaphones and Victor goods with excellent success. The goods were first strongly advertised, an important part of a sales battle—and then, “having the goods,” experienced and courtesy salesmen did their share to exploit the machines and satisfy patrons. The musical department in its already large warerooms on Chestnut street, Heppe & Son handle pianos, piano players, Victor talking machines and various musical instruments, and are accounted one of the reliable houses of the city.

“It is the ‘same old story,’ so far as business and are preparing for cases being very good and surpassing the same

We Sell Victor Machines and Records

THE BEST IS GOOD ENOUGH FOR US—HOW ABOUT YOU?

Being Distributors of Victor Machines and Records only, it stands to reason that we can give you better service in this line than can those who job several lines, as we give our whole time and attention to satisfying the wants of those dealers who want Victor Goods and who want the best service possible.

WE INVITE A TRIAL OF OUR ABILITY IN “DELIVERING THE GOODS.”

OUR NEEDLES ARE THE PERFECT-MEDIUM-QUIET

These are our own brands, put up by us. You can depend upon them every time.

We have Hundreds of Satisfied Users ARE YOU ONE?

Write us for full information. Samples sent free to dealers.

THE TRUE TONE SOUND BOX

PRICE 5.00 EACH

Not an Experiment, but a Perfected Musical Instrument Has a Two-Inch Diaphragm. For VICTOR TAPER ARM only

Simple in construction, true in tone—giving a reproduction which surpasses anything you have ever heard. The tone is natural. Voices escape more clearly and instruments are true to life. We have satisfied a great many distributors and dealers. Can we not satisfy you?

WE WILL SEND A SAMPLE UPON RECEIPT OF THE PRICE.
If it is not satisfactory return it, and we will refund your money. Regular Victor Discounts to Distributors and Dealers.

Largest Talking Machine House in the City

AMERICAN TALKING MACHINE COMPANY
586 FULTON STREET, BROOKLYN—N. Y. CITY
A Philadelphia matron went her New York sister one better the past month. The New York sister is a widow, who had been out of the country on vacation, by telephone, and gave them maternal advice. But Mrs. Quaker City reels off her admonitions on a record, sent it to the mother for instant and informative advice. Willie and Margaret soon heard her voice bidding them "stop it" under penalty of the "bliss. Bless the talking machine!" says Mrs. Quaker City as she sat down and you slipper," adds the nurse.

Willie and Margaret are so down on the talker, however, they await a chance to "smash it."

In the hearing of H. E. Marschalk, manager of the Musical Echo Co., 1217 Chestnut street, said: "We have the two new Victor machines: the Victor Victrola and the Victor Auxetophone, talker had that both machines will have phenomenal sales. Of course, being high grade machines, they will appeal to the well-to-do class. Business in general is very good. We are going after consumers energetically.

Exhibitions of both the Victrola and Auxetophone machines were given at the Musical Echo Co.'s fine concert rooms the past month, for the benefit of dealers, etc., and both machines received splendid notices. The Victrola was exhibited August 23 and the Auxetophone on August 24. Both machines were sold at once.

Assistant Manager L. O. Gerson, of the Musical Echo Co., at present writing, is visiting state dealer and is securing good orders for near future and immediate delivery.

E. A. Hawthorne, who spends most of his time at the American Record Co. plant, Springfield, Mass., visited "home" the early part of September. He was accompanied by Theodore Bentel, a large Pittsburg talking machine jobber. Mr. Bentel and Mr. Hawthorne were entertained at supper by Manager H. E. Marschalk, of the Musical Echo Co., and talked "shop," real estate trust bank failure. "fishing," and other interesting matters.

In the local courts the past month, Isaac Singer, a North 8th street merchant, applied for an injunction restraining Ernst and Ellen Perlman, owners of the phonograph, in front of their "Palace of Amusements." Mr. Singer complained that the talking machine was a nuisance, destroyed his peace of mind and in turn ruined his business. The court put the matter under advisement. Last month Reuben Goldberg, also an 8th street merchant, applied for a restraining writ directed against J. W. Himebaugh and another for an amusements house, asking that Himebaugh be prohibited from running a gramophone. This case was compromised by Himebaugh agreeing to place the talker back in his store and moderate its volume.

Among suits instituted in the local courts the past month was that of the Phonograph Co. against L. Futernick, in which the complainant alleges breach of contract.

The phonograph is said to be the underlining cause of a murder which occurred at Scranton the past month. In operating his talking machine, Vincente Errinoni broke a record. This enraged Salwiner, who procured a revoler and shot Errinoni dead.

In R. K. Barkman, the Edison jobber, of New York City, was a trade visitor the past month.

Ruane & Bayley, retail talking machine dealers, at 2158 Haverford avenue, have dissolved partnership John F. Ruane succeeds to the business and stands of the old firm. F. R. Bayley has opened an entirely new retail store at 5064 Baltimore avenue—a rapidly growing section of the city where it is most likely he will meet with good success.

Courtland Shaw, on or about October 1, will open a retail talking machine store at 520 and Cedar streets, in Philadelphia, under the auspices of Mr. Shames and will formerly with the Victor Talking Machine Co., has a thorough knowledge of the "talkie" industry and is really one of the pioneers of the industry. It is said he will carry a big stock of machines and supplies.

Robert L. Gibson, well known in local talking machine circles, is engaged in perfecting a number of "talker" improvements and inventions.

Another legal contention, in which the phonograph figures, arose in Camden, N. J., the past month. John Pulaski and Frank Newrack were enjoying talking machine music when David Hollandier, a strolling musician, came along and, playing upon a combination of instruments, marred the pleasure of Pulaski and Newrack.

They assaulted Hollandier and broke his instruments, with the result that they have been held in heavy bail for atrocious assault.

While the talking machine may figure in court it has in its evolution an underlying matter under advisement. Last month Reuben Goldberg, a large Pittsburg talking machine jobber, interfered with his business. The phonograph is said to be the underlying matter under advisement. Last month Reuben Goldberg, a large Pittsburg talking machine jobber, interfered with his business.

In a trade chat, Henry E. Marschalk, manager of the Musical Echo Co., at present writing, is visiting state dealers, etc., and both machines received splendid notices. The Victrola was exhibited August 23 and the Auxetophone on August 24. Both machines were sold at once.

H. Smullen, salesman with the Lewis Talking Machine Co., 15 South 9th street, left early in September on a regular sales trip to Pennsylvania points. He has been sending in good orders ever since.

Charles R. Chapman, one of the largest phonograph jobbers in Australia, is a trade visitor the past month. Mr. Chapman is combining business and pleasure on his visit to this country. At Newcastle, New South Wales, he has a jobbing phonograph business reputed to be the largest in Australia. Mr. Chapman visited Philadelphia in order to see the famous Baldwin Locomotive Works, and was entertained by Manager John A. Gouldrup, of the Columbia Phonograph Co.

The Columbia Phonograph Co. has opened a South Philadelphia branch salesroom at 1402 Jackson street, in charge of Manager Harry Brack. A complete line of Columbia goods is carried and business ever since the opening of the store, has been very satisfactory. Charles R. Chapman, former manager of the Columbia Co.'s Camden, N. J., branch store, has been appointed manager and is pushing sales successfully and vigorously.

F. O. Miller, of F. O. Miller & Co., Jacksville, Fl., was a trade visitor the past month. F. O. Miller & Co. are influential sewing machine merchants at the Florida town mentioned, and have put in a large department of phonographs, records and supplies.

Mrs. Imogene B. Oakley, a club woman, of Germantown, a suburb, is compiling statistics about unnecessary noises—with the object in view of doing away with them, it is stated, "Anybody who makes his or her living by emitting noises ought not to be disturbed," asserts Mrs. Oakley. A noise made by a crowing rooster is unnecessary, she holds, because he does not make his living by it. Phonograph men can feel safe, under Mrs. Oakley's theory: the noise they and their machines make are necessary, because they make their living by it. Phonograph men can feel safe, under Mrs. Oakley's theory: the noise they and their machines make are necessary, because they make their living by it. Phonograph men can feel safe, under Mrs. Oakley's theory: the noise they and their machines make are necessary, because they make their living by it.

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THE TALKING MACHINE WORLD.

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the Columbia company had succeeded in attracting Marcus, the famous inventor, to its experimental staff.

It is stated negotiations are on between a local jobbing house and a large musical house, whereby the latter will add a "talker" department to present large business. By next month particulars can probably be given.

"TALKER" IN BOSTON CAMPAIGN.

Parrot Used as a "Blind" in a Novel Means of Securing Votes.

The residents of the Roxbury district in Boston, Mass., are related to a little curiosity in the way of political advertising which has attracted no end of attention. In ward 18 there is a little House which this year, and the "anti-

regular" Mr. J. Curley, and the lawyer-Conservator Thomas Pay hit upon a scheme for attracting attention to their candidates which has the "regulars" looking on with open
eyed envy.

Passersby in the vicinity of the Curley-Fay headquarters, 1142 Tremont street, have their attention arrested by shrill cries which fairly root them to the spot upon which they are standing, and few pass by without investigating the source of the cries.

In the doorway of 1142 Tremont street, where a certain drawer is a parrot of the color which would naturally attract the attention and admiration of every true Irish
data.

And as the people pass by they cannot help but notice that it is not the parrot which is constantly cying out: "Democrats! Democrats! vote for Curley and Fay!"

"All day long this cry is kept up, and all day long inquisitive pedestrians scratch their heads while they listen to the shrill cry and attempt to fathom the mystery, for after the first or second glance, it is apparent to meet that the parrot is not working overtime.

The secret of the cries remains hidden behind the curtained windows, where Curley and Fay have placed a phonograph, and where it is for ever grudging out: "Democrats! Democrats! vote for Curley and Fay!"

Mother proud of the attention which he thinks he is attracting, the parrot adds to the confu-
sion with a few choice expressions which can-

surely remain in the talking machine field.

Mr. Thomas, manager of the Columbia Phonog-

raph Co.'s store on Grand avenue, is a talking machine man of the most progressive type. He
giving the Columbia an ability representation in

in Milwaukee, and goes out of his way to find

and Edison company's goods. He works the "racial" idea thoroughly.

The World man called Mr. Thomas was demonstrating bagpipe and other records reminiscent of Auclair and McGreal, and the Scotchman, whom he had been working on for weeks to get into the store. As he left he told Mr. Thomas that he would take the matter up with his lodge and have the talking machine man give them an all-Scottish concert in the near

future. That's the way Thomas works. He

awaits the bulletins keenly for records appeal-
ing to some particular class of people, and then goes about the task of bringing the people and the records together.

The Huseby Co., who moved to their new store on Grand avenue a few months ago, are doing a nice retail business, and make attractive window displays of their line.

McGreal Bros. recently sold their store at Pond and Lac, Ws., to W. J. Augustin, who had managed the store for some time. The Victor and Edison are the lines carried.

George H. Eicholtz is a prosperous talking machine dealer at 1546 Pond de Lac avenue. He only started in business for himself a couple of years ago, but has built up a fine business hand-

ling Edison goods exclusively.

THEY USED THE TALKING MACHINE.

Upon the trip of Chairman Killam and Dr.

Mills, of the Canadian Railway Commission to

Dawson City, to investigate complaints regarding

net rates and other matters, N. R. Butcher, the official stenographer, will have the evidence at each hearing read into a talking machine from the stenographic notes, and the record sent to Toronto for transcribing.

The machine has already traveled 4,560 miles across the continent.

The Burlington (Vt.) branch of the American Phonograph Co., of Gloverdale, N. Y., have separated their wholesale from their retail de-
partment, having leased a large three-story building on College street, with floors 45 by 90 feet, and new copying machine equipped with racks to hold 92,000 Edison records, and with an addi-
tional traveler engaged, the company anticipate a heavy season's business throughout the East-
ern States.

KeePs Talking Machines "Well"

The "insides" of talking machines are liable to get out of order—same as folks' insides. It "oil" depends on the oil. "3-in-One" Oil keeps all kinds of talking machines "well" and their owners happy. Maybe other oils will do the same—maybe they won't. There's no "maybe" about "3-in-One"—twelve years of success and growth proves its superiority.

"3-in-One" Oil will lubricate any part of any talking machine except the points, between which the papers rub, and the inside of the rubber sleeves. It keeps disc and cylinder records free from dust particles, thus assuring perfect tune and harmony.

Where do you come in? Quick easy sales and 30 and 100 per cent. profit— plus that's where. Your jobber can supply you with "3-in-One"—place a trial order today. FREE sample bottle and the "3-in-One" Book sent on request.

Write to:

G. W. COLE COMPANY, Sole Makers of "3-in-One"

Broadway and Liberty Streets,

New York City.
THE MARVELOUS
SEARCHLIGHT
HORN

Style—Red de Luxe, Decorated.
For all cylinder and disc machines

FOR DESCRIPTION SEE OTHER SIDE
THE SUCCESS OF THE
SEARCHLIGHT HORN

IS AT ONCE THE HIGHEST TRIBUTE TO ITS MERITS. PRONOUNCED BY EXPERTS TO BE THE ONLY ACOUSTICALLY CONSTRUCTED HORN ON THE MARKET.

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

We have the largest horn producing facilities in the world. Congestion on account of the moving of the phenomenal crops and great manufacturing activity will cause delay in receiving goods. Be on the safe side of the business argument by placing your orders for future shipments at once.

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

Distributed by

CONROY PIANO CO.,
DOUGLAS PHONOGRAPH CO.,
E. F. DROOP & SONS CO.,
HARGER & BLISH,
LYON & HEALY,
MINNESOTA PHONOGRAPH CO.,
NATIONAL AUTOMATIC FIRE ALARM CO.,
POWERS & HENRY CO.,
PHILLIPS & CREW CO.,
SPOKANE PHONOGRAPH CO.,
TEXAS PHONOGRAPH CO.,
WELLS PHONOGRAPH CO.,
R. S. WILLIAMS & SONS CO., Ltd.
RUDOLPH WURLITZER CO.,

St. Louis, Mo.
New York
Washington, D.C.
Baltimore, Md.
Dubuque, Iowa
Chicago
St. Paul, Minn.
New Orleans, La.
Pittsburgh, Pa.
Atlanta, Ga.
Spokane, Wash.
Houston, Tex.
Toronto, Canada
Cincinnati, O.
GREAT ACTIVITY IN 'Frisco.

Talking Machine Trade in San Francisco Has Assumed New Life—Leading Dealers Are Enlarging Their Space—The Outlook Good.

(Special to The Talking Machine World.)


So steadily has the demand for talking machines increased in this city since the resumption of business that nearly every dealer of importance has found it necessary to largely increase the space devoted to his goods.

Benjamin Cortez & Sons, who recently fitted up the California street portion of their store for handling "talkers" at retail, and so large has their business become that they have had to arrange for individual trying out parlors and extra record racks.

The Victor line is the winner with Peter Baci- galupi & Sons, 1113-1115 Fillmore street, and a strong demand for these goods has sprung up as a result of the company's liberal advertising. The window displays of this firm are always worthy of note, a unique example being shown this week. The two show windows, one on each side of the entrance, have been draped to imitate the horns of a talking machine. The plate glass window serves as the wide end of the horn and the drapery of cloth, red in one window and blue in the other, extend back in a funnel shape and in the center a picture is placed with the window cards and inscriptions desired for the day's advertising. The effect is that of two large phonograph horns facing the street and serves to draw marked attention to the store.

Clark, Wise & Co. are among those who have been compelled to enlarge their talking machine department to meet demands. The balcony in the front of the store, devoted to the "talkers," has been extended along one side, about doubling the space available for this department. As this firm handles all the leading makes of machines and records it is readily seen that the extra space was badly needed.

The Southern California Music Co. on South Broadway are making alterations on the third floor of their building with the ultimate object of increasing their stock of machines and records. It is their intention to carry a stock of 60,000 records.

In Sherman, Clay & Co.'s new store there is a large space allotted to the talking machines, and Manager A. J. McCarthy is figuring out how to utilize it to the best advantage, as he says he needs every bit of it.

Several new talking machine houses have been opened recently, among them being that of M. Hoyngfelder, who is connected with Kohler & Chase, on Golden Gate avenue, who will handle the Victor and Zonaphone lines.

J. A. Leits, under the title of the Eureka Phonograph Co., will shortly open a store at 429 Fifth avenue, Eureka, Cal., where he will carry a large line of Edison machines and records.

TALKING MACHINE AT OUTING PARTIES.

Outing funds conducted by newspapers in behalf of poor children have been a feature of the summer season in Philadelphia for several years, and one of the most successful methods of obtaining money for this righteous cause is giving porch parties.

A porch party is a very enjoyable affair, indeed, and is generally carried out by the children of the better class of society, backed by a newspaper, in aid of their less fortunate comrades. Some sort of entertainment is always indulged in and refreshments served. As the same implies, the porch is the place where these parties are held, and tastefully decorated with Japanese lanterns and flags, it makes a very striking picture against the sable background of the night. Only a small admission is charged, but so largely are these affairs patronized, that very substantial financial returns are often realized.

A talking machine man in discussing porch parties with the writer the other day incidentally remarked that they provided a rare opportunity for free advertising for any one in his business. He stated that the idea of donating a talking machine concert to the outing fund porch parties occurred to him early in the season, and he had made the most of it, sending a machine and operator to every celebration or the kind throughout the summer. In all cases advertising matter was distributed and questions courteously answered. The result was a large increase in sales for both machines and records, and in several instances outfits were disposed of on the spot.

It is of course, too late now for a dealer to profit by this article this season, but it will pay him to keep his machines on hand to be taken up against next Summer, for by doing so he can increase his business without cost, which is an achievement.

HOW ARD TAYLOR MIDDLEGTON.

STRENUIOS SALESMAHSHIP.

Len Spencer, whose voice issuing from the horn of a talking machine is, as familiar to the owners of these machines as that of some of their relatives, tells an interesting story of strenuous salesmanship that is worth repeating. Of course, somebody else, not Len, was "on the job." But to the story.

"Once upon a time I hired a horse and buggy and went through the country to sell talking machines. The results, the first day or two, were not altogether encouraging, and I was getting desperate. Toward nightfall the second day I pulled up at a farmhouse on the outskirts of a little Jersey coast town, determined to sell a machine at any cost, by any means. I was met by a vicious-looking bull dog, and a more savage-looking native, who demanded to know what I wanted.

"I said: 'Neighbor, I'm selling the best article on the market in the line of talking machines, to entertain and rest you and your family when you're tired, and tell you what's going on in the world where you can't go and see for yourself.'

"'Talking machines! Huh! I'm willin' to bet this whole darn (he didn't say darn) farm ain a chaw of terbacker that my wife, Betsy Ann, kin talk faster, stick er 'm ole ter the point in good, plain Enlish, than any darn machine yew ever heard gab!'

"I said: 'Can I show it to you?'

"'Don't trouble yourself.'

"I'm used to trouble.'

"'Don't say! Yew don't look like it!'

"'Yes, but I've had trouble. I've been in jail thirty days. Just got out.'

"'What wur yew sent to jail fer?'

"'For nearly killing a man who wouldn't buy one of my talking machines!'

The old man came up and began to take notice. I sold him that machine.

DISC RECORD CABSINETS

Our No. 132 is a handsomely proportioned cabinet with French legs. Holders for 122 Disc Records up to 12 inches.

HIGH-33 inch Wide-201/2 inch Deep-151/2 inch

Write for catalogue and prices or ask your Jobber for the Feige Catalogue.

FEIGE DESK CO.,

2074 Genesee Ave.,

Saginaw, Mich., U. S. A.

If You Are Interested in Victor Talking Machines or Edison Phonographs

Write at once to:

SOL. BLOOM, 3 E. 42d St., New York City

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

Hohner Harmonicas and Accordions


Small Stock Little Capital Required Big Demand Big Profits

Mr. Talking Machine Dealer:

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

ANY JOBMER CAN SUPPLY YOU

A Postal Will Bring You the Latest Catalogue

M. HOHNER

475 Broadway, New York

AND 76 YORK ST., TORONTO, CAN.
TRADE HAPPENINGS IN THE WEST


(Special to The Talking Machine World.)


August made a comparatively poor showing as compared with June and July, a condition natural to the season, but the cooler weather ushered in with September is bringing many of the ressorters back on the jump and business is picking up in excellent shape according to the reports all along the line. In another week or so the Fall trade will be in full swing and everyone looks for business of unusual volume. Jobbers report country dealers ordering briskly and placing somewhat larger requirements than usual at this time.

The fact that the Talk-o-Phone Co. of Toledo, is under process of reorganization has been known in the trade here for some weeks, but actual news is still very scarce. It is now stated positively on good authority that President Irish has sold his interests and has retired entirely from the company and that Mr. Metzger, the former secretary, has been made president in his stead. The company's plant, which has been shut down for several weeks pending the reorganization, will shortly start up, it is said, and various improvements in the product are being made. The name of the company will be changed when it is reported. Considerable new capital has been put into the company and various rumors are afloat regarding the personnel of the new stockholders. It is understood that the new machine placed on the market last Fall, with the mechanical feed device by which the reproducer arm is propelled across the record independent of the action of the needle, will be manufactured and pushed vigorously by the new organization.

Rudolph H. Wurlitzer, secretary of the Rudolph Wurlitzer Co., of Cincinnati, was in Chicago last week on a visit to Edward Uhl, manager of the Wurlitzer Co.'s Chicago branch at 268 Wabash avenue. Mr. Wurlitzer told the World representative that he was agreeably surprised at the amount and volume of talking machine business this summer. Their retail business in Cincinnati is growing rapidly and this year so far has been about three times as large as for the corresponding period in 1905. The demand for the various automatic machines they manufacture has been phenomenally large and they have been having the greatest difficulty in keeping up with the demand.

Lyon & Healy have issued a new catalogue of music for the Majestic pneumatic self-playing piano. It contains all the latest hits and a good many selections which can hardly be classed as hits yet, but which have an undoubted future before them. Mr. Wade, who presides over this department, says that this Summer's business on the Majestic was over twice as large as last year.

They are also preparing to push energetically the Pianette, a small coin-operated player which operates without electricity. Mr. Wade looks for a large sale.

John Otto, manager of the retail talking machine department at the Chicago house of the Rudolph Wurlitzer Co., is a fully developed Edison man. His particular pride is that he has every Edison record now on the market in stock—everything from No. 2 to No. 3861.

Miss Peters, formerly with the Chicago office of the Columbia Co., has charge of the sales end of the talking machine business at Siegel, Cooper & Co., and is giving evidence that woman is worthy of a prominent place in this trade.

Charles F. Baer, the competent assistant manager of the Chicago office of the Columbia Phonograph Co., will take unto himself a wife the middle of this month in the person of Miss Lucas, the accomplished young lady formerly employed in the order department of the same house.

C. W. Nores, secretary of the Hawthorne-Sheble Mfg. Co., has been circulating the following petition among the local jobbers:

"For the purpose of presenting to dealers a price list to cover various lines of supplies used in the talking machine trade, we deem it advisable and are agreed that from this date forward we will accept as a standard price list the price list adopted by the Central States Jobbers' Association and hereto subscribe our names." Mr. O'Neill, of the O'Neill-James Co., was in the East early in the month and spent a few days at the factories of the Hawthorne-Sheble Mfg. Co. and the American Record Co.

C. E. Goodwin, manager of the talking machine department at Lyon & Healy's, is very proud of a recent acquisition, Tom Gray, otherwise known as Lightning Tom, who has the reputation as being one of the quickest order fillers that ever happened in the trade. "Just see that this gets into the hands of Lightning Tom and have him push it along," is the commendation on many a rush order coming to Lyon & Healy these days.

Frederick Shuppy, proprietor of the Crescent Talking Machine Co., 3149 Wabash avenue, Cottage Grove avenue, and the inventor and manufacturer of the Crescent tone regulator, one of the best devices of the kind on the market, has closed contracts whereby the Crescent will hereafter be marketed exclusively through the Cable Co. and the Talking Machine Co. The Talking Machine Co. will have the exclusive western dis-

BABSON BROTHERS, WHOLESALE
Edison Phonographs
AND RECORDS.
We desire to announce to the trade that we have secured the old quarters of the National Phonograph Co., at 304 Wabash Ave., Chicago, and G. M. NISBETT as Manager of our wholesale business.

Complete Stock and Prompt Shipments.

304 Wabash Avenue, CHICAGO, ILL.
The Cable Company

CHICAGO

Talking Machines for the Trade

We are jobbers of the Edison Machines and Records, Columbia Machines and Records, American Records and the H. & S. Supplies; also distributors of the Crescent Tone Regulators.

We have special facilities for placing attractive novelties in the hands of our dealers and keep our patrons constantly informed regarding the new articles in this line.

Our wholesale Talking Machine Department is entirely separate from our retail business and is organized to give prompt and satisfactory service to our dealers. Shipment are made promptly and we guarantee bright, clean, new goods.

Automatic Pianos

We are jobbers of the imperial Coin Operated Pianos, both 44 and 58 note. The 58 note instrument is the only Automatic piano giving tone shading.

Talking Machine Dealers will find this a profitable line to carry.

Write to-day for catalogues, terms and full information.

Department "E"

The Cable Company

Wabash and Jackson Aves.,

CHICAGO.

ded and the Cable Co. the exclusive Eastern distribution. The dividing line between the territories of the two companies runs due North and South through Chicago.

L. Keen Cameron, who justifies his name by being one of the keenest and most capable young talker salesmen in the city, has gone with the Cable Company as chief retail assistant to Manager J. W. Harrison, of the talking machine department.

Mr. Cameron received his training in the business with Lyon & Healy, with whom he has been connected for the past four years.

A. D. Geisler, manager of the Talking Machine Co., was called to Evansville, Ind., last month on account of the death of his maternal grandfather, John S. McCorkle. Mr. Geisler’s father, L. F. Geisler, general manager of the Victor Co., came from the East to attend the funeral.

Henry E. Marschalk, at one time credit manager of the Columbia Phonograph Co., in Chicago, but now manager of the Musical Echo Co., Philadelphia, was in the city last month renewing his old acquaintances in the trade here. Mr. Marschalk exhibited with considerable pride photos of the interior of the Echo Co.’s new store, which is certainly one of the best fitted up talking machine establishments in the country. In addition to the Victor line, the Musical Echo Co. are now Edison jobbers. As he left Philadelphia Mr. Marschalk noticed in the Pennsylvania yards two cars with the Edison label on them. They represented the initial shipment to his company.

The Chicago office of the Columbia Phonograph Co. have established a mail order department in charge of Mr. Brind, formerly with the American Novelty Co., of this city.

C. W. Noyes, secretary of the Hawthorne-Sheble Manufacturing Co., and Western representative of the American Record Co., left August 25 for a visit to the factories at Philadelphia and Springfield. He afterward went with Mr. Hawthorne to Atlantic City for a week or so of rest and recreation.

The latest Chicago jobbers to receive the agency for the famous “3 in One” oil are The Chicago Music Co. and the Talking Machine Co. Being an ideal lubricant for the delicate mechanism of the talking machine, the “3 in One” oil is in great demand throughout the trade, and additional distributors will do much to facilitate the rapid filling of dealers’ orders.

The Cable Company are becoming very strong factors in the wholesale talking machine and supply trade. As readers of The World know, they are jobbers of the Edison and Columbia goods, the American records, the various products of the Hawthorne-Sheble Manufacturing Co., and distributors and jobbers of a number of new specialties. They are also having a fine trade in the Imperial coin-operated pianos, both 44 and 58 note, the 58 note instrument being distinctive on account of the perfect tone shading secured.

The company’s wholesale department is entirely distinct from the retail, and is located in another building. This week Manager Harrison, of the talking machine department, will commence giving daily concerts from noon until 5 o’clock in Cable Hall. As the season progresses some unique features will be embodied in these concerts, details of which will be given later.

The Victor-Victrola, a description of which will be found elsewhere in this issue, made its appearance in Chicago last week. It has created a furor. Notwithstanding the price, $300, the samples placed on exhibition at the several leading Victor jobbers and dealers have been sold and liberal orders have been placed. Everybody is talking, not simply about the beauty of the cabinet, the perfect concealment of the mechanism and the facilities for record "albums," but principally about the tonal effects produced by means of the lid over the turntable by which departing sounds are eliminated and the further tone control possible by manipulating the doors concealing the "invisible" mahogany horn.

Frank Dilbahner, head of the Western Talking Machine & Supply Co., manufacturers’ agents, Suite 405, No. 185 Dearborn street, has
already made arrangements to represent the following well-known concerns: Universal Talking Machine Co., Zonophone machines and records; Uddell Works, Indianapolis, record cabinets; Syracuse Wire Works, Syracuse, N. Y., record racks; Ideal Fastener Co., New York, Universal horn crane; Edwin A. Denham Co., New York, imported premium machines; Tone Regulator Co., Chicago, tone regulators. The Western T. & Supply Co. are also putting out a needle of their own, made in soft, loud and extra loud styles. They can fill orders for this needle promptly from stock in Chicago. C. H. Wyatt, of the company, is now on a trip among Western jobbers.

A. D. Geisler, manager of the Talking Machine Co., in charge of their business, now exclusively wholesale, showed an increase in August of 25 per cent, over the corresponding period of last year. Mr. Geisler, who has been working ceaselessly to make the company prominent this year, broke away from business cares last Monday and spent the week accompanied by Mrs. Geisler, at Delavan Lake.

The Victor Co.'s new epoch-making machine, the Auxetophone, will again be on exhibition this week at the Talking Machine Co., Lyon & Healy and the Rudolph Wurlitzer Co.

Manager Nisbett said that in addition to the Victor Co. department at Lyon & Healy's, has there from a three weeks' vacation spent at Matawa Park on Black Lake, Mich. "Phab'or" is good. Down on the ground floor of the big house active preparations for the season's Victor campaign are being made. The regular continuous afternoon concerts will recommence this week. Joseph N. Vasey has charge of the selling end and Mr. Blackman will demonstrate at the concerts as usual. An additional room—one of those now occupied by the pianola music department—will be given up to the sales end and Mr. Blackman will demonstrate at the concerts as usual. An additional room—one of those now occupied by the pianola music department—will be given up to the sales end, and the phonographic language course department in the concerts as usual. An additional room—one of those now occupied by the pianola music department—will be given up to the sales end, and the phonographic language course department in charge of L. L. Lewis, now has a room to itself.

Kohler & Chase, of San Francisco, have been made Edison jobbers. The Secretary of State at Springfield, on Saturday, licensed the incorporation of Charles C. Adams & Co., of Peoria, "phonograph sundries." The capital stock is $30,000.

L. R. Chandler, formerly traveling representative for the Edison Co. in Colorado and Utah, writes his friends from his ranch near Jordon, Mont., that the cattle business is all that it was cracked up to be, and that he is prospering mightily.

B. Edison, 267 Milwaukee avenue, small goods, cutlery, etc., has added talking machines, handling the Victor and Edison. Babson Bros., who, as announced in last month's World, are going extensively into the syllabing business, have just secured the third floor of 304 Wabash avenue for their wholesale business. This puts G. M. Nisbett, wholesale manager for Babson Bros., back in his old location, the quarters formerly occupied by the National Phonograph Co., for their Chicago headquarters, which he now manages. Babson Bros. have bought the office fixtures and the extensive record shelving formerly used by the National Co. Mr. Nisbett is rapidly putting the stock into the new location. Babson Bros. will handle the Edison exclusively, at least for the present. Manager Nisbett said that in addition to their present stock, which is very large, they placed last week one of the largest single orders ever received by the Edison Co. Besides a complete line of Edison machines and records they will also carry a full line of accessories, and are now getting out a complete supply catalogue.

L. L. Leeds, of Leeds & Catlin Co., was in the city this week on his way West.
This cut represents our new improved line of Artistic Flower Horns, particulars regarding which will be found on the other side.

Hawthorne & Sheble Mfg. Co.
Philadelphia - - Pennsylvania
Artistic Flower Horns are manufactured both with and without floral decoration on the inside. We have discovered a means of coating the interior of our Artistic Flower Horns, with special prepared enamels, whereby we secure rich, brilliant color-effects never before attempted. Artistic Flower Horns are totally different from any others, and their handsome appearance, symmetrical lines, and superior reproducing qualities place them as leaders wherever shown.

The decorations employed on Artistic Flower Horns are not cheap and gaudy-looking, but as one of our large jobbers remarked, they can safely be classed as works of art. Artistic Flower Horns are made in the following styles:

- Brass, Nickel-Plated and Polished outside, brilliant enamel background inside, with or without floral decoration.
- Brass, Polished outside, brilliant enamel background inside, with or without floral decoration.
- Silk Finish outside, brilliant enamel background inside, with or without floral decoration.

Artistic Flower Horns are made for Cylinder Machines and Victor Tapering Arm Machines. Artistic Flower Horns are made in 84 styles and sizes so as to suit every fancy.

All our Flower Horns are made on machinery of our own design and construction, whereby we are able to secure the most symmetrical lines.

All our Flower Horns have tight joints, thereby eliminating any possible rattle.

All our Flower Horns are very strongly made, not readily damaged.

We manufacture many other style Flower Horns, but recommend the Artistic line as being the latest and most attractive.

We now have three factories in operation, and claim to be the largest manufacturers of Talking Machine Horns and all other Talking Machine supplies in the world.

Factory No. 1. Howard and Jefferson Streets, Philadelphia
Factory No. 2. Mascher and Oxford Streets, Philadelphia
Factory No. 3. Bridgeport, Connecticut

We publish on the next page, a list of our Jobbers in the United States, any of whom will be pleased to furnish you with list and prices of our Flower Horns together with all other goods of our manufacture.

Hawthorne & Sheble Mfg. Co.
Philadelphia - - Pennsylvania
<table>
<thead>
<tr>
<th>Location</th>
<th>Distributors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Davenport</td>
<td>Wahl, A. B., 119 S. Illinois St.</td>
</tr>
<tr>
<td>South Bend</td>
<td>Carlin &amp; Lennox, 53 Market St.</td>
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<td>Indianapolis</td>
<td>Reynolds, O.</td>
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<td>Peoria</td>
<td>Phonograph Co.</td>
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<td>Boise</td>
<td>Siegel Cooper Co., State and Van Buren Sts.</td>
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<td>San Francisco</td>
<td>Montgomery, Ward &amp; Co., Madison and Michigan Mills</td>
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<td>Mobile</td>
<td>Mills Novelty Co., 11 S. Jefferson St.</td>
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<td>Birmingham</td>
<td>Lyon Bros., Madison and Market Sts.</td>
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<td>Lowell</td>
<td>Cable Piano Co., Wabash Ave. and Jackson Blvd.</td>
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<td>Kansas City</td>
<td>Brownell, Washington and Kansas City Ave.</td>
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<td>Topeka</td>
<td>Youmans &amp; Leete, 355 W. Broad St.</td>
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<td>St. Louis</td>
<td>Atlanta Phonograph Co., 3018 Olive St.</td>
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<td>Missouri</td>
<td>American Talking Machine Co., 515 16th St.</td>
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<td>St. Louis</td>
<td>Collins Piano Co., 1118 S. 13th St.</td>
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<td>New England</td>
<td>Cram's and Van Bourne Sts.</td>
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<td>New York</td>
<td>O'Neill Arms Co., The, 29th Wabash Ave.</td>
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<td>New Jersey</td>
<td>E. King, 25 E. 24th St.</td>
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<td>B. Allis, 30 E. 27th St.</td>
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<td>New York</td>
<td>Cushings, 100 E. 31st St.</td>
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<td>New York</td>
<td>M. M. D. Davis, 250 E. 33rd St.</td>
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<td>Boston</td>
<td>D. W. W. Cogswell, 111 W. 35th St.</td>
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<td>New York</td>
<td>K. G. W. Moore, 280 E. 37th St.</td>
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<td>W. W. W. Scott, 278 E. 39th St.</td>
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The Home Recorder

You all realize the loss incurred by not having in stock what the dealer wants.

The great novelty of our Home Recorder is spreading all over the country, and as our output is limited, we would advise you to place your fall orders immediately.

Mr. Dealer

We would advise you that if you want your order promptly attended to send it to your distributor.

Distributors to Date

Chicago—The Talking Machine Co., 107 Madison Street
Pittsburgh—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
Cincinnati, O.—Rudolph Wurlitzer Co.
New Haven, Conn.—Henry Horton.

The Land-o-Phone Co., Inc.

288 Fifth Avenue, New York
JOHN PHILIP SOUSA STILL ALARMED

Over the Great Dangers That Must Ensue from the Use of the Talking Machines and Mechanical Piano Players by the Musically Inclined People of This Country—He Draws Some Fantastic Pictures in Which He Presents a One-Sided View of the Situation—Demonstrates His Narrowness of Vision and His Lack of Knowledge of General Conditions.

Ever since John Philip Sousa, the eminent bandmaster, appeared in Washington in connection with the hearing on the copyright bill, he has been conspicuously in the limelight, always talking about the great danger and evils to ensue from use of the talking machine. He has been interviewed by newspaper men, and his remarks have been the subject of many editorial comments. The daily papers, however, could not afford him scope enough for his views, so this time he has taken the pains to contribute a lengthy article to Appleton's Magazine, for September, under the caption, "The Menace of Mechanical Music." Mr. Sousa goes on record as saying that he is willing to be reckoned as an alarmist, and proceeds in this wise:

"I foresee a marked deterioration in American music and musical taste, an interruption in the musical development of the country, and a host of other injuries to music in its artistic manifestations, by virtue, or, rather, by vice, of the multiplication of the various music reproducing machines. When I add to this that I myself and every other popular composer are victims of a serious infringement on our clear moral rights, I but offer a second reason why the facts and conditions should be made clear to every one, alike in the interest of musical art and of fair play.

"It cannot be denied that the owners and inventors have shown wonderful aggressiveness and ingenuity in developing and exploiting these remarkable devices. Their mechanism has been steadily and marvelously improved, and they have come into very extensive use. And it must be admitted that where families lack time or inclination to acquire musical technic, and to hear public performances, the best of these machines supply a certain amount of satisfaction and pleasure."

Mr. Sousa says that the present mechanical appliances reduce the expression of music to a mathematical system of megaphones, wheels, cogs, discs, cylinders and all manner of revolving things, which are as alike real art as the marble statue of Eve is like her beautiful, living, breathing daughters.

Composer Sousa evidently believes that the sale of music producing inventions interferes with what was termed formerly the regular business, and will ultimately drive the amateur musician out entirely. According to his views, "there are more pianos, violins, guitars, mandolins and banjos among the working classes of America than in all the rest of the world, and the presence of these instruments in the homes has given employment to enormous numbers of teachers who have patiently taught the children and inculcated a love for music throughout the various communities. Right here is the menace in machine-made music! The first rift in the lute has appeared. The cheaper of these instruments of the home are no longer being purchased as formerly, and all because the automatic music devices are usurping their places."

"And what is the result? The child becomes indifferent to practice, for when music can be heard in the homes without the labor of study and close application, and without the slow process of acquiring a technique, it will be simply a question of time when the amateur disappears entirely, and with him a host of vocal and instrumental teachers, who will be without field or calling."

He refers to an article recently appearing in the London Spectator, which shows how the talking machine is being used as a substitute for musicians at amateur performances, and quotes the exclamation of the little boy who rushed into his mother's room with the appeal: "O mamma, come into the drawing room, there is a man there playing the piano with his hands!"

The March King is full of fear and trembling for the musical future of America, for he says: "It is quite true that American girls have followed the athletic trend of the nation for a

—Appleton's Magazine.

"THERE'S A MAN IN THERE PLAYING A PIANO WITH HIS HANDS."

—Appleton's Magazine.

"LED IN THE STRIFE BY A MACHINE."

—Appleton's Magazine.

Get One of Our Dealers' Price Lists. We are quoting very low prices and every dealer in the U. S. can save money on Supplies by buying from our Price List. Retail, Wholesale and Special Quantity Prices are quoted. Write now.


THE GRAMOPHONE CATALOGUE—LOVE SONGS—FOLK SONGS—AND SIEGFRIED.

long while; at the same time they have made much headway in music, thanks to studios application. But let the mechanical music maker be introduced into the home; hear for hour these same girls will listen to the machine’s performance, and, sure as can, be, lose finally all interest in technical study.

"I wonder when the tide of amateurism cannot but recede, until there will be left only the mechanical device and the professional executant. Singing will no longer be a fine accomplishment, but a recreation, so important a factor in the curriculum of physical culture, will be out of vogue!

"Can the national throat? It will not weaken? What of the national chest? Will it not shrink?

"When a mother can turn on the phonograph with the same ease that she applies to the electric light, will she croon her baby to slumber with sweet lullabies, or will the infant be put to sleep by machinery?"

He yields, however, on one point, that it may play a strong part in the love affairs of the nation, for he says: "In the prospective scheme of mechanical music, in a little while, we shall see a triumph under the summer moon upon an Adirondack lake with a gramophone caroling love songs from amidships. The Spanish cavalier organ, which, it must be admitted, are not copies of the sheet music. They are mere adjuncts of a valve mechanism in a reproducing apparatus, so far as the names are used, not the symbols used by the author."

"The country dance orchestra of violin, guitar, and melodeon had to rest at times, and the resultant interruption afforded the opportunity for general sociality and rest among the entire company. Now a tireless mechanism can keep everlastingly at it, and much of what made the orchestral recreation is eliminated."

"Just so far as a spirit of emulation once inspired proud parent or aspiring daughter to send for the music teacher when the neighbor child across the way began to take lessons, the emula- tion is turning to the purchase of a rival piano for the music teacher when the neighbor child is succeeded by a serious trend of thought toward the close in which Mr. Sousa gives his impression of the new copyright bill, which was introduced at Congress at the last session. He describes his experiences before the joint committee, where he made a strong plea for the composers.

"Of course, it must not be overlooked that in the United States Circuit Court of Appeals a case has just been decided adversely to the composer’s rights in the profits accruing from the use of his compositions on the talking and playing machines, but this case awaits final adjudication, on appeal, in the United States Supreme Court. Judges Lacombe, Coxe and Townsend rendered a decision as follows:

"'We are of the opinion that a perforated paper roll, such as is manufactured by defendant, is not a copy of the original staff notation, but a mere adaptation of the same; that the roll is not a notation or record of the music, it is, therefore, a copy, would apply to the disc of the phonograph or the barrel of the organ, which, it must be admitted, are not copies of the sheet music. The perforations in the rolls are not a varied form of symbols substituted for the symbols used by the author. They are more adjuncts of a valve mechanism in a machine; in fact, the machine, or musical playing device, is the thing which appropriates the author’s property and publishes it by reproducing the mechanical sounds, thus conveying the author’s composition to the public; and if, as quoted above, the machine "publishes it," is not the owner of the machine responsible for its acts?

"Mr. Sousa has evidently devoted considerable time to the consideration of this matter, and he says: "The section of the Constitution on which my whole legal contention is based provides: ‘The Congress shall have power to secure for limited time to authors and inventors the exclusive right to their respective writings and discoveries.’ And my claim is, that the words ‘exclusive’ and ‘writing,’ particularly the latter, are so broad in their meaning that they cover every point raised by existing copyright laws, even to the unauthorized use of musical compositions by mechanical reproducing apparatus, and all this because these two words deal, not alone with the letter, but with the spirit as well."

"Mr. Sousa says later that the ‘day will come when the courts will give me the absolute power to control the compositions which I feel are now mine under the Constitution. Then I am not so sure that my name will appear as often as at present in the catalogues of the talking and playing machines.’"

"He closes by saying that it is possible that if the composers do not receive a just reward for their efforts in the end it will have the effect to check incentive to creative work, and that compositions will cease. My, my, how sad!"

COLUMBIA WAREROOMS DAMAGED.

Fire Consumes $40,000 in Machines and Records—Will Start Again at Same Place.

A fire at the Columbia Phonograph Co.’s downtown store, 532 Broadway, New York, Aug. 21, caused a loss of $40,000, fully covered by insurance. There was little if any salvage, and business will be resumed in the same place with as little delay as possible.

JOBBER’S ASSOCIATION ELECT OFFICERS.

(Special to The Talking Machine World.)


The annual meeting of the Central States Talking Machine Jobbers’ Association was held at the Hotel Cadillac August 15. There was a large attendance, and the morning and afternoon sessions were interesting, important trade matters being disposed of. The election of officers for the ensuing term follows: President, E. Percy Ashton, of the American Phonograph Co., Detroit; vice-president, R. J. Heffelman, of Kinz-Heffelman Co., Canton, O.; secretary, Perry B. Whitstil, of Perry B. Whitstil Co., Columbus, O. (re-elected). The next meeting of the associa- tion will be on November 12 at Indianapolis, Ind.

Mr. Dealer!

Are you using the RAPE LABEL and TRAY SYSTEM? If not, consult at once YOUR JOBBER SAMPLES OF LABELS FREE.

As soon as you adopt this system, your profits increase. It costs you nothing to try.

If your jobber cannot supply you, write to

**RAPKE HORN CRANE, No. 15**

SIMPLEST and best ever produced. Will support any horn up to and including 36 inches. Is nickedelated throughout, and fits into small space. Weighs only 1 3/4 lbs. Can be attached in an instant to any Phonograph without injury to cabinet.

**RAPKE HORN CRANE, No. 15**

**PATENTS PENDING**

**PRICE,**

$1.50

**VICTOR H. RAPEKE, Mr., 1661 Second Ave., New York**
The

Ideal Fastener Company's

O. K. HORN CRANE

The Acme of Simplicity and Perfection

(Instantly attached by the turn of a thumb nut)

For Edison and Columbia Machines

Made to Retail at $1.25

Fully Nickeled  HIGHLY FINISHED

(Patents Pending)

Are you Interested?

Notice the next page
The O. K. HORN CRANE
(SEE CUT ON PRECEDING PAGE)

Is the Crane that meets every requirement at a price to suit every purchaser

IT IS

Extra Light & Extra Strong
Extra Handsome

and

On account of its scientific construction and marvelous simplicity

VERY LOW IN PRICE
No cylinder machine complete without it

ORDER THROUGH YOUR JOBBER

OUR UNIVERSAL CRANE

For Edison and Columbia Machines Retail price $1.75

THE IDEAL FASTENER COMPANY

143 LIBERTY STREET NEW YORK
GEO. W. LYLE WELCOMED

On His Return from Europe by a Strong Force

of Columbia Men Who Went Down the Bay in a Special Boat.

After negotiations were under way to secure Marconi, the wireless wizard, for the experimental staff of the Columbia Phonograph Co., General, George W. Lyle, general manager of the company, made a hurried trip to London, England, to complete the deal, which was accomplished in his usual thorough and happy manner, and Mr. Marconi will be officially known as consulting physicist.

The ocean-going tug, "Charles T. Raymond," was a marvel of engineering, with only the songs of the church choir and the ruder chanties of the sailors, the development of the instrument was naturally slow, but within the past few years it has taken a forward movement, and in conjunction with hymn tunes of a century ago, are heard the airs of the metropolitan concert hall. This great change is due to the introduction of the talking machine. From the Race to Buzzard's Bay they can be heard, both on land and sea. It has become a household necessity in those homes where the male members "go down to the sea," for a livelihood. In the long evenings, while the "wimmin" folks anxiously await the return of the breadwinners, it brings them both comfort and pleasure. Of the sailors also find it essential to their happiness, as it assists in whiling away many a tedious hour, and takes away the thoughts of the men from the discomforts of their life.

A former sea captain, who for forty years has been a whaler, said to The World recently: "Had the talking machine been invented a half a century ago on the ocean it would have been much better for the sailors. If you could only realize the dearness of amusement and the love of music among the sailors, you would understand what a boon it would have been. To-day it is becoming as much a part of the equipment of a sailing vessel as its sails, and often I hear the crew joining in the chorus of some familiar song.

I think it would pay the talking machine companies to give a little study to the needs and desires of this class of patrons. If the words of the newer songs could be attached to the records it would do much to popularize them; then the sailors would soon commit them to memory. Then, too, the old-time ditties that we have always sung are always in requisition. Religious songs naturally appeal to them, born and bred along the New England coast, and no collection of records is complete without a good sprinkling of the hymns we sang as children.

So far as the recorder is concerned, the disc variety is far in the lead. Experience has proven that the cylinder type cannot be used on a vessel that is in motion, and that the salt air tends to disintegrate the records, even in quite rough weather; the needle will not leave the groove and the record is not affected by atmospheric conditions. The taper arm machine has been found to be the best for general use, and practically no other kind is sold for marine use. There seems to be a field for a specially constructed nautical phonograph that will meet the demands on the water, and as was seen in the case of the venerable captain, a collection of the sea ditties so popular on shipboard would appeal to the landman as well.

HANDSOME LINE OF UDEL CABINETS.

The new line of cabinets for holding sheet music and piano player music rolls, made by the Udel Works, Indianapolis, Ind., is the most complete ever shown by them, owing to the importance attached to the cabinet of their business. There are more designs shown, and the general beauty of style and finish are greatly enhanced, making the Udel line one that should find a place in the stock of every progressive dealer. It is not a "dead" line full of high priced goods that frighten customers, but the prices are attractively low, ensuring quick sales with good profit. It must be said, however, that while the prices are low the quality of the goods is of the high grade order, fully in keeping with the Udel reputation for producing what is good in furniture. Talking machine and music dealers should obtain catalogue and wholesale prices of these cabinets with the object in view of increasing their business.

THE "TALKER" ON THE SEA.


The popularity of the talking machine in all sections of this country cannot better be illustrated than by a visit among the fisher folk 'way down East in the program; the fuller and longer the better, it seems, as music has been found to be the best for general use, and practically no other kind is sold for marine use.

A prominent resident of Pittsburg is said to have been interested in the possibility of the talking machine being adapted, and while narrow minded people abuse it once in a while, yet, it has done, and is doing, to bring joy into the lives of the people at large than any device that has ever appeared in our time.

LAMBERT PATENTS PURCHASED.

By Geo. J. Snowden Who is Interested in New Company Making an Indestructible Record Which Will Not Possess the Weakness of the Lambert Records.

(Special to the Talking Machine World.)


A deal which promises to lead to important developments in the talking machine trade of the country occurred last month when the assets and patents of the Lambert Co. were sold under court order to George J. Snowden, a wealthy oil man and capitalist of Oil City, Pa. The consideration is given as $25,000. Mr. Snowden secured the Lambert indestructible cylinder record patents in the interests of a company recently incorporated under the laws of Maine, with a capital stock of $1,000,000, as the Indestructible Phonograph Record Co. A change of name will have to be effected, however, in account of this name having been used by another concern.

Full information regarding the organization of the new concern is difficult to obtain at this end, but F. Philpot, editor of the Lambert Co. and one of its former officers, outlined in a general way the intentions of the company as received by him from its promoters: "The new company purchased the Lambert patents in order to protect a new indestructible record they are to place on the market," said Mr. Philpot. "It will have all the advantages of the Lambert belloid record, but will be reinforced, thus preventing warping, the only weakness of the old Lambert record. The company have unlimited capital behind it, and have already, I understand, secured a factory with in a hundred and twenty-five miles of New York, and will have offices and headquarters in New York City. The factory will be equipped to produce 3,000,000 recorded cylinders a year, and will also manufacture their own cylinder machine which will have an entirely new reproducer. They expect to make 25,000 machines a year. Every department will be in charge of experienced men. It is expected that the company will be able to issue their catalogue and show sample lines next spring, and have their product generally on the market by next fall.

The new company control the Lambert patents absolutely except for England. The Lambert Co. went into bankruptcy in January of this year. The failure of the company is said to have been brought about because of lack of capital, and the heavy expenditures in defending suits against their patents by the Edison and other companies, but with this Mr. Philpot declares consisted in the validity of the Lambert patents being fully established.

HIS RECORDS OF THE FAMILY.

A prominent resident of Pittsburg is said to have records of the voices of every member of his family (his wife and six children), in which they are represented in various songs and dramatic work. He has made all these taken every few years, and to give each child a set of his own records. The collection will be interesting and highly-priced by each one. He has for illustration a yearly record of the voice of his fourth child, now 7 years old, one record having been taken on each birthday.
JUST WHAT THE PUBLIC IS LOOKING FOR

The Kompakt Horn

Collapsible Flower Horn Made Entirely of Sheet Metal for both Cylinder and Disc Machines.

ACOUSTIC QUALITIES PERFECT

READY FOR USE INSIDE OF ONE MINUTE

IN CARRYING CASE

A FEW "CANS"

CAN be put in use inside of one minute.
CAN be placed inside of small carrying case.
CAN attach carrying case to any other case which does away with carrying the horn separately.
CAN economize in shipping and handling.
CAN clear comfortable profits.

NEW JERSEY SHEET METAL CO.

9-11 Crawford Street, NEWARK, N. J., U. S. A.

We Manufacture the best Enamed Flower Horn on the Market.
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A. W. Shaw.  

St. Louis Office: San Francisco Office:  

Coal, N. W. Vanderbilt, 408 Kinzie St.  

Vanderbilt, 408 Kinzie St.  

Cleveland Office: G. F. Prescott.  

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91a Basinghall St., E. C. W. Lionel Sturdy, Manager.  

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

Subscription (including postage), United States, Mexico and Canada, One Dollar per year; all other countries, 1.50. England and her colonies, live shillings; India, 10 rupees; Australia, 3.00; New Zealand, 5.00; South Africa, 25.00, postage, 75.00.  

Advertisements, in any other 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 arriving too late for insertion in the current issue will be charged at the then prevailing rates, and inserted in the succeeding issue.  

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Cable Address: "Electric" New York.  


Talking machine men in various countries have been interested in the decision affecting the reproduction of music handed down by the Italian courts, which was reported briefly in the last issue of The World.  

One of our correspondents in Italy says that many believe that the Court of Appeals in Italy will confirm the judgment of the First Court, and as the house of Ricordi control for the whole world the most important classical Italian compositions, including all the grand operas and works of the great masters, such as Verdi, Puccini and others, it will be seen that the decision rendered by the Tribunal of Milan is of the greatest interest to talking machine men wherever The World is read.  

This Italian legal decision is a recognition without restrictions of the principle that the reproduction of music being reserved property, intended to be used for mechanical instruments in general, is not legal without the consent of the author or his representatives.  

The above decision holds that during the life of the first period of copyright, namely, forty years, no musical composition in whole or in part, or any selections from the work, can be reproduced on a record without the written consent or permission of the copyright owner. Even after forty years the record makers using any copyrighted music must pay a royalty, which shall be fixed by the court.  

The Tribunal of Cremona, by its decision compels the Gramophone Co., the defendants in the case, to the repayment of damages incurred to the house of Ricordi for improper reproductions of their works. This alone means, in case the higher Italian court concurs, the payment of a considerable sum of money to the plaintiff.  

It should be understood that in Italy the law considers two periods for the right of publication, one of forty years, starting from the date of the first publication in favor of the author, or his representatives. The second period of forty years, during which every one can publish a work by paying for the benefit of either the author or his representatives 5 per cent. of the price marked on each printed copy offered for sale. Not only does the Tribunal of Milan compel the Gramophone Co. to pay the firm of Ricordi the amount of 5 per cent. on the gross price marked for each disc, but it has even gone further. It has compelled a firm which sells the discs of the Gramophone Co. to repayment of the damages toward Ricordi, for the improper sale carried on up to the present time, and has warned the firm that it would have to pay the penalties if the sales continued. The Gramophone Co. have also been asked to pay the costs and judgment of this most interesting case.  

We may say that it is not definitely assured that this decision will be confirmed by the Court of Appeal, but we can state in that connection that the Tribunal of Cremona has already taken the same view as the Milan Court regarding perforated rolls, which are used on pianos, and the use of music rolls on piano players will shortly be tried before the Tribunal of Bologna. All of these matters are of vital interest to talking machine men in all parts of the country, and the decision of the higher Italian courts will be awaited with increased interest, for it is possible that the attitude of the Italian legal authorities may in a degree affect the condition here in America, where there has been strenuous efforts put forth to change the existing copyright law.  

A LONG time the "canned music" article of John Philip Sousa, which appeared in a recent issue of a popular magazine, has attracted considerable interest in this country. It may be possible that new conditions may, within the near future, demand a change in our copyright laws, but it must be conceded that the talking machines and self-playing instruments have done much toward popularizing the work of many well-known composers who have profited in a material manner from the demand created for their compositions by the self-playing instruments. People who have heard their works through the talking machines have gravitated to the nearest music stores, and have asked dealers to supply them with copies of such and such a piece, and probably had it not been for the mediumship of the talking machine many of these compositions would never have been heard, and their authors could have never received royalties from the music publishers.  

The fall season is now well on, and reports received at this office during the past week indicate an unusual activity in trade circles. There will be the biggest kind of a business conducted in all lines of trade this fall. The jobbers in the Middle West are busy just now supplying the needs of the smaller dealers, and from all over America comes the cheering news that the talking machine dealers are getting extremely busy.  

There are a number of specialties on the market, and the probability is that the present number will be constantly augmented. We have active brains and inventive skill in this industry, which are bound to tell in a number of ways, particularly in new inventions which are closely related to the talking machine.  

Talking machine dealers are imbued with a spirit of progressiveness which is apparent in the beautiful quarters which are constantly being fitted up all over the land. We have seen during the past month some superb establishments fitted up exclusively for the display and sale of talking machines. The space and elegance of these ware rooms would do credit to any industry, and there is no reason to-day why the talking machine men should not take a pride in their calling and in the evolution of the business to higher and better things.  

Recollect, too, that The Talking Machine World predicted in its first issue that the talking machine industry was only in its infancy, and, judging by the wonderful possibilities of the new inventions which have been placed out during the past six months, and then figure what the talented inventors of the future will create! This industry has not reached the high-water mark by a good step, and it will be many years before the wall of the pessimist can be heard distinctly above the whirr of busy machinery operating day and night in great plants to supply the world-wide demand for this great product.  

Reports from the London office of The World are interesting this month. London is headquarters for an enormous talking machine trade, and this publication is in a position to supply its readers not only with the latest and most accurate information concerning trade matters in London, but our rapidly growing subscription list in all parts of the world demands that the fullest attention be given to the affairs which are closely interwoven with this industry in other lands as well as our own.  

We have noticed that the same men who claim to-day that the talking machine business has reached its highest stage of development are in many instances the same ones who, years ago, claimed that the present factories would be out of business by 1902.  

There are pessimists in all trades, and it adds to the variety of the talking machine industry to have a few men who are making all kinds of dire predictions as to the future of the talking machine.  

How can any one who has witnessed the steady evolution of this marvelous product of human brains and skill say that the highest judgment from the phenomenal development which has taken place since this paper first appeared, it would seem as if our predictions were pretty nearly correct.
FIRSTLY—We Manufacture Records and RECORDS ONLY

THEREFORE

THEY RECEIVE OUR UNDIVIDED ATTENTION

SECONDLY—Our Records are Constantly Improving; they MUST.

THIRDLY—Our Summer Sales more than Double Those of Last Year. —Proof enough.

FOURTHLY—we have the Best Proposition on the Market To-day.

LASTLY—All we Ask is a Fair Trial.

Does Advertising Pay?  

CUT OUT AND SEND COUPON IN CORNER
The inventor of Wireless Telegraphy, who has been appointed consulting physicist by the Columbia Phonograph Co. Entertained at Banquet at Waldorf-Astoria—his remarks to the world.

The presence of Mr. G. Marconi, the wizard of wireless telegraphy, in this city during the past week, is looked upon by those interested in the development of the talking machine as marking the beginning of a new epoch in its history. When it was first announced that he had been retained by the Columbia Phonograph Co. as its consulting physicist, the trade in general realized that the company had made a master stroke by taking into its employ one of the most brilliant inventors of the age. Mr. Marconi arrived from Europe late Friday evening, and during his three days' stay on this side, spent practically the entire time in going over his new field of operations. On Monday he was taken in an automobile to visit the immense plant of the Columbia Co. at Bridgeport, Conn., examining every detail of the manufacture of their talking machine. On his return to New York that evening he was tendered a banquet in the Astor banquet hall of the Waldorf-Astoria Hotel by President Easton, of the Columbia Phonograph Co., general. Among the guests present were: Vice-Presidents William E. Bond, George W. Lyle, Paul H. Crumelit and Edward Burns, Messrs. F. J. Warburton, Timothy D. Merwin, Thomas H. McDonald, Victor H. Emerson, Elijah K. Camp, John H. Dorian, E. O. Rockwood, J. W. Binder and Walter L. Eckhardt. One of the features of the dinner was music from a Twentieth Century graphophone. Speeches of an informal nature were made, and all thoroughly enjoyed meeting Mr. Marconi.

Mr. Marconi sailed on the Caronia Tuesday morning, and just prior to his departure, in an interview with The Talking Machine World, he said: "As yet I have not had an opportunity to make the thorough investigation of the graphophone in all its phases that the subject demands. One point that I have given careful attention to during my visit to the Columbia factory is the making of the master records and a saving in the cost of reproducing them. When I get back to England I will go into the subject of reproducing, recorders and the composition for records more fully, and devote considerable time in making experiments along these lines. So far as the mechanical construction of the Columbia graphophone is concerned, I do not see that they can be improved. I think the talking machine has a wonderful future, and I hope to do my part in aiding its development. I may also say I consider The Talking Machine World the greatest publication devoted to the interests of the industry published."

GROWING DEMAND FOR SEARCHLIGHT

Leading Jobbers Have Placed Large Orders—Big Foreign Shipments Made This Month.

The Searchlight Horn Co. have been hastening to enlarge their manufacturing facilities in order to take care of a trade which has developed at a phenomenal rate without causing a delay in shipments. The manager stated to The World this week that the searchlight facilities now were sufficient to meet a demand of 10,000 horns a month, and from present indications it would seem as if this entire output would be absorbed. Some of the leading jobbers of this country have, after testing the Searchlight horns, placed substantial orders with the manufacturers, and every day the list of orders is steadily growing. The foreign department, too, is developing at a rate which shows how American products of merit are esteemed abroad; an order for 1,000 horns being placed for foreign shipment this month. The dealers who have tested the Searchlight horn have been enthusiastic in praise of its reproductive powers.

MacLEAN'S IMPORTANT MOVE.

F. C. Maclean, formerly with the Douglas Phonograph Co. and the Victor Distributing & Export Co. and more recently in the export business, assumed the position of manager of the American Telephone Co., New York, on the 12th inst. "Mac" has acquired a block of stock in the company, and feels assured it is one of the most promising propositions now before the public. Having a wide acquaintance in the trade, he will doubtless be heard from in the way of the trade of a decided cut in the prices of Rapke labels with and without titles. His advertisement is well worth close consideration.

To Exhibit at Music Show.

At the National Music Show, to be held in Madison Square Garden, New York City, from September 19 to 27, L. J. Field Bros., the gift-edge Victor jobbers of 265 Fifth avenue, will have a most interesting and distinctive exhibit, showing their full line of Victor standard goods. They will also display the new Victor Victrola machine and the Victor Aucoptophone, likewise the Land-o-phone home recorders. Their eight years with the Edison Co., left this week for Richmond, Va., where he has opened up a store at 602 East Main street. He will job the Edison lines, the Rapke cranes and Mega horns.

HAYNES AS EDISON JOBBER.

C. B. Haynes, widely known to the talking machine dealers, and one of the most popular traveling men, who has been with the Edison Co., left this week for Richmond, Va., where he has opened up a store at 602 East Main street. He will job the Edison lines, the Rapke cranes and Mega horns.

Business Opportunities

For Sale

The oldest Edison, Victor and Columbia Wholesale and Retail Talking Machine House in Western Pennsylvania.

Established monthly trade over $10,000 (about 40 per cent), and showing a 10 per cent net profit. Will sell at Inventory to quick purchaser.

Reason for selling, ill health.


Chance to Buy Valuable Business.

Party with $7,500.00 can buy an interest in one of the largest wholesale and retail music houses on the Pacific Coast.

A rare opportunity for the right man.

Small goods or Talking Machine man preferred.

Address "Box 40," care of Talking Machine World, Madison Avenue, New York.

For Sale


Business Opportunities

For Sale

The oldest Edison, Victor and Columbia Wholesale and Retail Talking Machine House in Western Pennsylvania.

Established monthly trade over $10,000 (about 40 per cent), and showing a 10 per cent net profit. Will sell at Inventory to quick purchaser.

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Small goods or Talking Machine man preferred.

Address "Box 40," care of Talking Machine World, Madison Avenue, New York.

For Sale

FALL TRADE WILL BREAK RECORDS.

Already Assuming Large Proportions—Manufacturers Preparing to Meet Demands, But Congestion Is Bound to Occur to Some Extent.

In talking machine circles the fall trade, that promises to eclipse everything on record, is already assuming large proportions. Even the most pessimistic jobbers declare that they feel far from being "grand, gloomy and peculiar," which was about the frame of mind they were in when the manufacturers failed to deliver the goods. Just now their stocks are in shape, and no complaint is heard, but the rumblings of trouble to come in this respect are perceptible, if faint. The manufacturers frankly confess that a congestion is bound to ensue, and while they deprecate the fact, it cannot be helped. Naturally, the forewarned are forearmed, and have placed orders months in advance, and this buying is so much in favor that this class of jabber trouble to come in this respect are perceptible, if faint. The manufacturers frankly confess that a congestion is bound to ensue, and while they deprecate the fact, it cannot be helped. Naturally, the forewarned are forearmed, and have placed orders months in advance, and this buying is so much in favor that this class of jabber trouble to come in this respect are perceptible, if faint. The manufacturers frankly confess that a congestion is bound to ensue, and while they deprecate the fact, it cannot be helped. Naturally, the forewarned are forearmed, and have placed orders months in advance, and this buying is so much in favor that this class of jabber trouble to come in this respect are perceptible, if faint. The manufacturers frankly confess that a congestion is bound to ensue, and while they deprecate the fact, it cannot be helped. Naturally, the forewarned are forearmed, and have placed orders months in advance, and this buying is so much in favor that this class of jabber trouble to come in this respect are perceptible, if faint. The manufacturers frankly confess that a congestion is bound to ensue, and while they deprecate the fact, it cannot be helped. Naturally, the forewarned are forearmed, and have placed orders months in advance, and this buying is so much in favor that this class of jabber trouble to come in this respect are perceptible, if faint. The manufacturers frankly confess that a congestion is bound to ensue, and while they deprecate the fact, it cannot be helped. Naturally, the forewarned are forearmed, and have placed orders months in advance, and this buying is so much in favor that this class of jabber trouble to come in this respect are perceptible, if faint. The manufacturers frankly confess that a congestion is bound to ensue, and while they deprecate the fact, it cannot be helped. Naturally, the forewarned are forearmed, and have placed orders months in advance, and this buying is so much in favor that this class of jabber trouble to come in this respect are perceptible, if faint. The manufacturers frankly confess that a congestion is bound to ensue, and while they deprecate the fact, it cannot be helped. Naturally, the forewarned are forearmed, and have placed orders months in advance, and this buying is so much in favor that this class of jabber trouble to come in this respect are perceptible, if faint. The manufacturers frankly confess that a congestion is bound to ensue, and while they deprecate the fact, it cannot be helped. Naturally, the forewarned are forearmed, and have placed orders months in advance, and this buying is so much in favor that this class of jabber trouble to come in this respect are perceptible, if faint. The manufacturer
FROM OUR EUROPEAN HEADQUARTERS

Great Preparations Being Made for Autumn and Winter Business—Marconi's Move in Joining the Columbia Phonograph Co.'s Wildly Noted Departure—New Artists for the Zonophone Co.—Columbia Phonograph Co.'s Fine List—Neophone Co. in Manchester—The Business of the Zonophone Co.—The Retail Phonograph Association—Gramophone as Theatrical Star—The Seymour Reproducer—Other News of Interest.

(Special to the Talking Machine World.)


The month of August has been one of intermittent business is not brisk with the factors and dealers, but a steady demand has ruled all the time, and many raised an question in the minds of the public concerned, great preparations are being made to cope with what is universally believed will be a season of exceptional magnitude. At this time, then, the dealers look forward and transmit themselves the question: "Have I made all necessary arrangements to be ready to fill those requirements and see that my store is situated."

NEOPHONE RECORDS IN IRELAND.

I found Mr. Malyon, the enterprising manager of the Zonophone Co., in receipt with orders for the Zonophone records, which are undoubtedly gaining enormous favor every month. Many new artists, among whom I may mention the popular third soprano, Miss Margaret Lawrence, two of prime favorites, have added their names to the Zonophone list. In the provinces these records are constantly making record sales, which goes to confirm the fact that they have come to stay. As a result of which I found that cylinder records have been transferred from Messrs. Bicknell & Co., of Liverpool, to Messrs. Barnett Samuels & Sons, which will be instantly lit upon. In one section the record titles are classified according to their character; in another catalogue alphabetically, while in yet a third section the numbers of each series are given so that any particular title can be instantly lit upon. In ordering it is only necessary to quote the given number. Special lists of records designed for commercial houses in Ireland and Scotch titles will be available for all users interested.

COLUMBIA PHONOGRAPH CO.'S CATALOGUE.

A most comprehensive list of British and American records has just been compiled by the Columbia Phonograph Co. As a record catalogue, it is undoubtedly one of the best and most comprehensive of its kind. It is sent to all customers who deal with the company and the dealers in whose store your store is situated.

THE SEYMOUR REPRODUCER.

Perhaps one of the best reproducers on the English market is that emanating from the inventive brain of Henry Seymour. It is fitted with a patent pneumatic diaphragm and has been specially designed to take advantage of the various types of machine. The tone quality reproduction is perfect, and it embodies many new scientific principles.

NEOPHONE LIMITED IN MANCHESTER.

On behalf of his firm, Neophone, Ltd., R. J. Sabine, late manager of the Paris branch, will shortly pay a visit to Manchester in order to select suitable premises as a Manchester depot. Mr. Sabine reports good business in Paris, and is pleased with his new appointment, as his enthusiasm for the Neophone prosperity in the North is unlimited. No retail business will be done from the Manchester warehouse, so dealers in that neighborhood may, with confidence, place their orders with Mr. Sabine, although it may occasionally be necessary to supply direct in small towns where no agency exists. As readers of this paper are perhaps aware, Mr. Sabine is an old talking machine man, having had experience in his line, and is well known to much of some interesting results to come from the brain of this great inventor.

BRUCE, OF UNREMOVABLE NEEDLE NAME.

Messrs. David Bruce & Co., of the unwavering needle name, report a fair business turnover for the month of August. Things are not actually brisk, but there is a steady demand for their needle and disc talking machines, which are becoming more popular each month.

NEW DEPARTURE OF INTEREST.

I have received notification of a new departure by Messrs. Barnett Samuels & Sons, which will undoubtedly one of the best and most comprehensive of its kind. It is sent to all customers who deal with the company and the dealers in whose store your store is situated.

ZONOPHONE RECORDS IN IRELAND.

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The EDISON BELL PHONOGRAPHs
AND
EDISON BELL RECORDS
OF BRITISH MANUFACTURE THROUGHOUT

The Edison Bell are the oldest and largest manufacturers of Records in Great Britain, and their factory is the ONLY ONE in the BRITISH EMPIRE making Phonographs.

A NEW AND ELEGANT MODEL—NOT THE OLD COFFEE MILL TYPE PHONOGRAPH

The Edison Bell manufacture and sell in Great Britain more Gold Moulded Records than all the other Manufacturers and Factors combined. It is easy to write long rows of figures, but whatever others may write—the E. B. can prove the above statement.

AND WHY IS THIS?
The EDISON BELL is the BEST BRITISH RECORD,—BEST MUSIC—(real music, not a mere row), BEST SONGS, ALWAYS UP-TO-DATE, and AFFORDS BEST PROFITS

Send for Catalogue of over 1,500 modern Record titles and prices of our GEM and STANDARD PHONOGRAPHs

ADDRESS
EDISON BELL
39 CHARING CROSS ROAD LONDON, ENGLAND
district and a general feeling of helplessness. It is in such instances the value of protection is recognized, but unless you, Mr. Dealer, are prepared to loyally support the movement right now, the consequences are you might not have the benefit of it for some time. Because Mr. W. Newton made the suggestion, remember it is in the interests of all, and he should not therefore be allowed to bear all the incidental expenses. Some assistance, indeed, and it would not be out of place for the factors and manufacturers to interest themselves and lend aid to such a worthy cause. If any one of the large firms will offer the temporary use of a large room for the purpose of calling together a meeting some valuable progress would undoubtedly be the result. Communications on the subject should be sent to Mr. Tobin at 263 Mile End Road, London.

COLUMBIA-DIRECT AS THEATRICAL STAR.

A sketch, entitled "The Jealous Wife," has recently been presented at the Metropolitan Music Hall and the Chelsea Palace, in which the Columbia Sound Magnifying Graphophone plays an important role. The graphophone, indeed, is at once the villain and the hero of the piece, for its lifelike songs and speeches are at first set up to controvert the argument of calling together a meeting some valuable steps may be taken, but ultimately all indications confirm this view. It seems that Mr. Newton early developed the "bouncing faculty," specially was associated with the phonograph industry wherever this century, though yet in its infancy. New factors and manufacturers of disc goods, but the factors who are selling disc machines made specially for the purpose.

MEN OF THE MOMENT.

William Newton, of Newton & Co., Newcastle, One of the Largest Factors in the North.

(Special to The Talking Machine World.)

Newton, Enng., Sept. 1, 1906.

Up to the end of last century, to mention Newcastle-on-Tyne—to give the town its full name—instinctively brought to mind Coals and Shipping. But today this great industrial city to which the town is famed. With the advent of this century, though yet in its infancy, Newcastle, in print or in fact, will in future always be associated with the phonograph industry wherever the name confronts us.

Almost every town in England, even to the village that can boast a factory, however doubtfully it has been as "commercial" as its neighbors are. Newcastle was not satisfied; it wanted to longer fix "tale," and win more suitable attachment than the industry so dear to us all. Foremost among the many who about this time commenced phonograph operations was the gentleman to whom this article is dedicated—William Newton—the result of his enterprise being that today Newcastle is one of the most important talking machine centers outside London. Less than five years ago, in Mr. Newton's own words, "I came across my first phonograph, sold at the present day for about five and sixpence. I was interested in it and took it home. It pleased me so much that I recommended it to Mrs. Newton. If this pleases me it will please others." In spite of the many gratifying expressions of caution urged by his friends, Mr. Newton purchased a better instrument, which definitely convinced him of the unlimited possibilities open for the talking machine in Newcastle. Going ahead without fear, studying his custom-

NEWTON & CO.
EVERYTHING FOR EVERYBODY.

159 to 167, Westgate Road, Newcastle-on-Tyne.

This firm's chief trading commodities since their establishment, over twenty-five years ago. Their show rooms are a matter of envy to all, and dealers appreciating prompt and efficient service could not fare better than by dealing with Newton & Co., whose up-to-date methods are by now common knowledge. They have a motor-deliv-

EDWARD EDGAR, PHILIP NEALE,
PHONO. EXPERT,
5 Cheek Farm Rd., London, N. W.

I have no objection to return orders for allowance.

LONDON.

PHILIP NEALE,
PHONO. EXPERT,
5 Chalk Farm Rd., LONDON, N. W.

TALKING MACHINES of every description repaired. Special terms to the trade. All jobs done (although large), but the great value done (although large), but the great value

LATEST NOVELTIES.

Acknowledged by experts to be the best "Odeon" Disc Photographs, 50 per cent. better than any other reproducer of its kind. It is the result of a joint effort of many engineers, and possesses the best points in volume, cleanliness and distinctness of reproduction. A real "Odeon" is a "Zon-o-phone." It is the result of a joint effort of many engineers, and possesses the best points in volume, cleanliness and distinctness of reproduction. A real "Odeon" is a "Zon-o-phone." It is the result of a joint effort of many engineers, and possesses the best points in volume, cleanliness and distinctness of reproduction. A real "Odeon" is a "Zon-o-phone." It is the result of a joint effort of many engineers, and possesses the best points in volume, cleanliness and distinctness of reproduction. A real "Odeon" is a "Zon-o-phone." It is the result of a joint effort of many engineers, and possesses the best points in volume, cleanliness and distinctness of reproduction. 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Dear Sirs,—We beg to refer to a circular letter issued by one of our competitors offering the special privilege of free carriage to dealers offering the special privilege of free carriage to dealers

LONDON.

PHILIP NEALE,
PHONO. EXPERT,
5 Chalk Farm Rd., LONDON, N. W.

TALKING MACHINES of every description repaired. Special terms to the trade.

Have you a London Representative?

If your goods are not represented in this market, they should be, as there is a good demand for smart machines, as well as for certain Accessories or Novelties. Communicate with The TALKING MACHINE WORLD, office, 69 Basinghall Street, London, England.

LONDON.

G. W. CORDOCK & CO.
High Street, Southamp, Line's, England."
The increased length is exactly half an inch and the old price of $1 still prevails. Mr. Manson, in his enthusiasm for the future reception of this new record, but voices the feelings of all who appreciate such first-class articles as Senor Belloto and Bernal Resky, the famous Italian tenor and baritone, who will make some special grand opera records. Then, in addition, the company have secured the services of Mr. Allan Turner, who has made, perhaps, some of the best records ever produced. Mr. Charles Tree and Scott Sinclair are popular Scotch violinist, known throughout the north, to mention only a few of the new artists who will record for this entertaining company. That the demand will be enormous is no matter for speculation, it is unquestionably assured. Good sales are reported for the Oedem and Fonostipa Records, and under the Sterling and Hunting control this is but to be expected. A splendid repertoire is promised for the future.

HOWELL BROS. PIONEERS

In Introducing the Talking Machine in England.

(Special to The Talking Machine World.)

Howell Bros. were one of the little band of pioneers who first introduced the phonograph from America to England. It is barely six years ago since they first handled a talking machine, and so rapidly did the business grow under the able management of Mr. Charles W. Howell that after a short period it was found necessary to close down their cycle business and devote that business to what was often described as the "Sterling Special Record," will be on sale. The increased length is exactly half an inch and the old price of $1 still prevails. Mr. Manson, in his enthusiasm for the future reception of this new record, but voices the feelings of all who appreciate such first-class articles as Senor Belloto and Bernal Resky, the famous Italian tenor and baritone, who will make some special grand opera records. Then, in addition, the company have secured the services of Mr. Allan Turner, who has made, perhaps, some of the best records ever produced. Mr. Charles Tree and Scott Sinclair are popular Scotch violinist, known throughout the north, to mention only a few of the new artists who will record for this entertaining company. That the demand will be enormous is no matter for speculation, it is unquestionably assured. Good sales are reported for the Oedem and Fonostipa Records, and under the Sterling and Hunting control this is but to be expected. A splendid repertoire is promised for the future.

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Howell Bros. were one of the little band of pioneers who first introduced the phonograph from America to England. It is barely six years ago since they first handled a talking machine, and so rapidly did the business grow under the able management of Mr. Charles W. Howell that after a short period it was found necessary to close down their cycle business and devote that business to what was often described as the "Sterling Special Record," will be on sale. The increased length is exactly half an inch and the old price of $1 still prevails. Mr. Manson, in his enthusiasm for the future reception of this new record, but voices the feelings of all who appreciate such first-class articles as Senor Belloto and Bernal Resky, the famous Italian tenor and baritone, who will make some special grand opera records. Then, in addition, the company have secured the services of Mr. Allan Turner, who has made, perhaps, some of the best records ever produced. Mr. Charles Tree and Scott Sinclair are popular Scotch violinist, known throughout the north, to mention only a few of the new artists who will record for this entertaining company. That the demand will be enormous is no matter for speculation, it is unquestionably assured. Good sales are reported for the Oedem and Fonostipa Records, and under the Sterling and Hunting control this is but to be expected. A splendid repertoire is promised for the future.

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Mr. John Nottingham is a proud man to-day, and no wonder! His new premises in Tabernacle street, taken and fitted up at enormous expense, receive praise on all hands. One hears such remarks as “Fine place you got here,” “elaborate,” and so on. To all of which comes the reply: “Yes, sir, thank you; but have you seen our new line of flower horns?” or whatever it may be.

By the by, Mr. J. L. Young, late of the General Phonograph Co., has accepted a position with this company. Mr. Nottingham is to be congratulated upon having secured the services of so able a gentleman. Mr. Young has been actively engaged in the talking machine industry for the past twenty years, and what he doesn’t know isn’t worth knowing. Undoubtedly, as the company’s representative, he will have plenty of scope to display those powers of versatility of which he has command.

What diverse associates! The perverseness of things in general is no matter for surprise, but when we get down to coupling in one breath bombs and gramophones, it occasions a subject for full explanation. Somewhere in the land of disorder, where the shedding of human blood is a matter of everyday occurrence, the Cairo satellites recently made an extraordinary discovery of membranes for bombs, stored, so the “telegraph” report states, in enormous quantities of all places in a gramophone factory! That the membranes were destroyed follows as a matter of course, but whether or not the Russian Government had the foresight to confiscate the gramophones is not stated. If the old proverb stands good in Russia, the Little Father could have provided himself with an immediate solution to his trouble. The grammarone is quite capable of scooping savage breaths (oh, you personal experience), and would, perhaps, prove a sureer method of silencing the bomb throwers than the use of bullets. At any rate it would be interesting to try the experiment.

Messrs. Popert & Co., of High street, Manchester, have now ceased business. The stock and goodwill have been acquired by Mr. Christian Dawe, the popular and enterprising factor of the same street and town. Many bargains will be in evidence, and although Mr. Dawe does not intend to hold a “bargain sale,” dealers should immediately get in touch with him, as there are sure to be some cheap lines going.

I learn that the Edison Bell sales are showing an enormous increase each month. In one week in August—has it been a hot month all round—over eighty thousand records were dispatched. This is evidence that our summer business is not so much on the decline as the decline of some of our dealer friends maintain. A fine list of records is promised for September and succeeding months.

Owing to pressure of business, Dr. Michaelis has had to postpone his visit to America. But he may be expected sometime before the season fully sets in.

Messrs. Metzlers, of Great Marlboro street West, are factors for the popular Zon-o-phone machines and records. The talking machine department is under the capable charge of Mr. Callow, who informs me that they have good things in store for their dealer friends, particulars of which will be available later. The demand for the famous “Humanola” needle has continued in a very satisfactory manner through out the Summer and the sales this coming season are expected to reach high water mark in comparison with previous years.

We are ever doomed to disappointment. It’s as much a part of our existence as pleasure. Recognize it and you will in a great measure have solved the riddle of how to be happy—though married or otherwise! But, to our text: In my last report I promised to give a few details concerning the disc and other new goods that are shortly to be placed upon the market by this company. I am informed at headquarters that unfortunately they are not quite ready, hence there few lines. Just as we experience a full before a storm, so it is with Messrs. Pathe Freres: I hope in a few days to have the pleasure of reviewing some of the new goods shortly to be issued, which I am confident will fulfill all expectations as to quality and tone. By the by, I note Messrs. Pathe have opened up handsome new premises in Charing Cross road for the purpose of their cinematograph and film departments.

The Imperial Record, handled by this company, is fast gaining popularity in this country. So much so that special arrangements have been made for weekly shipments, the last consignment amounting to over fifty thousand records.

NATIONAL PHONOGRAPH CO.’S ARTISTS.

(Special to The Talking Machine World.)


Mr. Lemoine informs me that business is steadily advancing, the present demand indicating an exceptionally good season to come. The company are to be congratulated on having secured the sole services of Victoria Monks, the celebrated music hall artiste. One of her selections, “Take Me Back to London Town,” will appear in the October list, and it is believed that this record will be a splendid seller. “Another Little Girl in Your Eye,” by Miss Marie Blythe, should also “catch on.” Miss Blythe has never previously made any records, but she is one of the best female artists listed for some time by the National Co., and is certain to prove popular.

The following list of “WHITE” RECORDS will be ready for distribution by the Wholesale Trade on or before September 15th.

<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Artist</th>
</tr>
</thead>
<tbody>
<tr>
<td>100</td>
<td>Selection of Irish Melodies</td>
<td>Empire Military Band</td>
</tr>
<tr>
<td>101</td>
<td>The Garden of Sleep</td>
<td>Arthur Grover</td>
</tr>
<tr>
<td>102</td>
<td>Sing Me to Sleep</td>
<td>Arthur Grover</td>
</tr>
<tr>
<td>103</td>
<td>The Children’s Home</td>
<td>Arthur Grover</td>
</tr>
<tr>
<td>104</td>
<td>Nancy Lee</td>
<td>Peter Dawson</td>
</tr>
<tr>
<td>105</td>
<td>Sound Advice</td>
<td>Hector Grant</td>
</tr>
<tr>
<td>106</td>
<td>Polonaise Milinaire</td>
<td>Empire Military Band</td>
</tr>
<tr>
<td>107</td>
<td>The Moon Has Raised Her Lamp Above</td>
<td>Duet by Peter Dawson and Tom Child</td>
</tr>
<tr>
<td>108</td>
<td>The Chinaman Song</td>
<td>Arthur Gilbert</td>
</tr>
<tr>
<td>109</td>
<td>Radestry March</td>
<td>Empire Military Band</td>
</tr>
<tr>
<td>110</td>
<td>We Close at 2 on Thursday</td>
<td>Arthur Gilbert</td>
</tr>
<tr>
<td>111</td>
<td>It’s A Different Girl Again, with chorus</td>
<td>Will Dubby</td>
</tr>
<tr>
<td>112</td>
<td>Sister</td>
<td>Peter Dawson</td>
</tr>
<tr>
<td>113</td>
<td>The Royal Standard March</td>
<td>Empire Military Band</td>
</tr>
<tr>
<td>114</td>
<td>“Humoresque,” Waiting at the Church</td>
<td>Empire Military Band</td>
</tr>
<tr>
<td>115</td>
<td>You’re A Thing of the Past</td>
<td>Clara Vance</td>
</tr>
<tr>
<td>116</td>
<td>Just A Little rocking Chair and You</td>
<td>Clara Vance</td>
</tr>
<tr>
<td>117</td>
<td>In the Shade of the Old Apple Tree, with chorus and Bella.</td>
<td>Sydney Carden</td>
</tr>
</tbody>
</table>

SPECIAL NOTICE—All our records are to be slightly longer than cylinder records now on the market. The exact length outside measurement will be 4½ inches, this permits of our giving 3½ inches of music, or about a quarter of a minute more entertainment than records heretofore produced.

NOTE—The above records will play on any Standard Cylinder Machines.

Send us your name and full address and we will be pleased to keep you posted in all matters of interest.

THE GENERAL PHONOGRAPH COMPANY, Ltd.

26 Euston Building
Euston Road, London, N. W., ENGLAND
FROM OUR LONDON HEADQUARTERS—(Continued.)

THE GENERAL PHONOGRAPH CO. LTD.

(Special to The Talking Machine World.)


The following circular has been issued to the trade by the above firm:

"Dear Sir:—In order that you may make provisions for stocking our Records we beg to give you herewith complete advice as to the dimensions of same. All Records which we turn out in the future will be slightly longer than the standard cylinder Records: the Record itself will measure 4 1/2 inches over all, the length of music recorded on same will be full 3 1/2 inches, this enables us to give about fourteen seconds longer performance than the standard records and record two verses and two choruses of the ordinary ballads or comic songs.

The length of our boxes will be 4 1/2 inches in side measurement, the length of our boxes outside measurement will be 4 3/4 inches, so that you should figure accordingly in providing racks for stocking.

A SIMPLE AND PRACTICAL TREATISE ON RECORDING.

BY PHILIP NEALE, LONDON.

In five cases out of six the recorder supplied with the machine is not workable, and the owner finds, however much he may try, that he cannot make a decent record, therefore I

The stylus is a wire shape piece of sapphire, polished and faced at one end, thus:

The position of the stylus is a very important matter, for if you set it too acute it will not record at all. It will hop all over the blank, making herring bones and deep sects, and making a noise like a small rattle. There must not be any noise from the recorder, and the shaving must not bunch up and collect on the cutting surface of the stylus, but the shavings must sail away like a ribbon in the breeze, leaving the stylus always visible and clean.

As soon as the point of the stylus touches the surface of the blank without cutting, it is not so. As soon as the point of the stylus touches the blank it will throw off a fine shaving like the hair of your head—the finer the better; but as soon as the slightest noise enters the trumpet the stylus will enter the surface of blank and, being perfectly under the control of the diaphragm, will point every movement of the diaphragm with perfect ease and accuracy. Now we will pass on to the diaphragm.

Now, to record, or, as Pathe puts it, to take the photograph of sound, is really a very simple thing, if you only go the right way to work. The recorder is composed of a metal shell to hold a diaphragm, upon which is fixed a cut-out called a stylus. The stylus is a wire shape piece of sapphire, polished and faced at one end, thus:

Don't use a blank that has been washed off. Neither must it matter whether it is hollow ground or plain; one is as good as the other, but it must be well polished and sharp.

The stylus holder should be built so as not to harbor the viscous raps given to the diaphragm. To harbor, I mean that the raps given should be delivered in full to the wax cylinder. This I will simply illustrate. Take a punch 1-16 inch in diameter and 2 inches long, and try and punch a hole in a piece of tin; then take a punch 3/4 inch in diameter and try and punch the same hole and you will at once understand how the slight punch harbors the raps given by the hammer, while the stout punch delivers the raps in full.

You will now see that the soft turned up stampings supplied by the trade are not altogether satisfactory, and you must try and make one.

Procure a piece of flat brass wire 1-32 by 3-32 of an inch, bend it exactly the shape and size as in Fig. 1. Now drill the hole as shown, the right size for the stylus, and make same firm with shellac. Now cement the holder to diaphragm, as in Figs. 1 and 2, and before the cement is set. Fix recorder to the machine. Now lower same carefully to the surface of the blank. You can then shift the stylus forward or backward until you secure the right position. See Fig. 2. Then allow it to set well before using.

The trumpet, if you don't want to say anything while you are recording, must not have a bell, for an amateur is an eight-inch aluminum horn, with a short rubber connector, which must be sufficiently stout to hold up the horn without assistance, but not rigid. You may then stand a foot from the horn or farther. You can also make a brown paper horn, using a brass horn as a model and starch pasting layers of brown paper until about 6 to 8 layers are put on and allow to dry hard.

DO NOT EXPECT TO GET A CHAMPION RECORD FOR A START, BUT PERSEVERE.
Recollect that the object of this invention is to record and reproduce sound, or fluctuations of an electric current due to the action of sound waves, by means of a needle connected with a diaphragm and adapted to take part in the vibrations of the latter or to produce such vibrations by being moved in a suitably formed groove, a record being formed on a strip of material of suitable length and width instead of a cylinder or disc, the said strip being, while in use, slowly moved in a longitudinal direction and the needle being simultaneously moved at a more rapid rate in a transverse direction. As shown in the drawing, the horn is supported by a bridge above a record strip moved by a spring motor, the stem of the horn being provided with an aperture level with arms (14), provided each with a diaphragm and needle, designed to rotate and travel intermittingly on a sector-shaped guideway, so arranged that the needle connected by the arm is only in contact with the record strip when the arm is traveling through the gap between the ends of the guideway (19), on the line on the record taken the form shown, and each "sound arm" reproducing one of the record lines in turn.

No. 14,586. Date of application, July 19, 1905; complete patent accepted, July 19, 1906. Henry Harris, of the city of Paterson, New Jersey. "Improvements in and relating to horns for sound recording and reproducing instruments." The objects of this invention are to secure greater strength and rigidity at the large ends of the "flower horn" whereby the said horns will be better able to maintain their position and appearance while in transportation and in use, and to do this the sections of the horn are joined together at their longitudinal edges, which overlap and being dovetailed together in a rib which extend at the large end of the horn beyond the centers of the ends of the sections so as to take the weight of the horn when the latter stands on its large end.

No. 21,651. Date of application, Oct. 24, 1905; complete patent accepted, July 19, 1906. Piotr Leliedinskii's "Improvements relating to sound boxes for phonographs, telephones and the like." The object of this invention is to enable sound box diaphragms to be "tuned" at any moment whether at rest or while in working order, it being adjusted in either of the two following manners, viz.: first, by stretching the material of the diaphragm (3) which is affixed to the ring 2 of the same and is put in the spring 40 affording with the stylus lever by means of a clamping ring bearing upon the diaphragm (A) and provided with a lever (34) and, secondly, by adjusting the tension or strain of the stylus lever by means of a spring (Q) and bolts and nuts (N and H), as illustrated in the accompanying sketches. A further feature lies in the manufacture of the diaphragm, which is stiff and inextensible at its middle part, but flexible, extensible and elastic at its edges, for extending the limits within which it may be "tuned."
Fuller Details, from Our Milan Correspondent, of the Judgment Just Handed Down by the Tribunal of Milan, Italy, August 28, 1906.

By a new decision, which was referred to in a message by wire last month, the Italian tribunal has recognized without restriction the principle that the reproduction of music being reserved property, intended to be used for mechanical instruments in general, is not legal without the consent of the author or his representative.

The Tribunal of Cremona had already established this in regard to the reproduction of music on the perforated rolls which are used for all kinds of piano players and player-pianos. The Tribunal of Milan, by a new judgment just given, has affirmed the same principle as regards the reproduction of music for cylinders, discs or plates applicable to phonographs, gramophones, and in general for all talking machines.

The judge who has given the decision, Advocate Albieri, one of the most learned and intelligent among young lawyers, has made a careful study of the memorials which, in the interests just given, has affirmed the same principle as regards mechanical instruments in light of publication—one of 40 years, starting which have been made up to the present constitution of the firm of Ricordi & Co., had been presented by Advocate Camporani, as well as those presented by Advocate Valdata for the firm of Sonzogno, Advocate Auguste Ferrari for the Society of Authors, and Hon. G. Raffagni, of Genoa, for the French publishers. On the basis of these memorials, and referring to the precedent of Italian and foreign doctrine and jurisprudence, he has compiled a work which is well worthy of study, for it touches all the points of the delicate question.

Taking his stand on the provisions of the Italian law and on the correct application of the Convention of Berne, and especially on the third article of the protocol closing the convention, the Tribunal of Milan has decided that the reproduction of music for discs, phonographs or other talking machines constitutes a violation of the author's rights when it is made without his consent or that of his representative.

Consequently the Tribunal has condemned the Gramophone Co. repayment of all damages incurred and to be incurred, to the firm of Ricordi & Co., for the improper reproduction of the works of the first and second period, whether for singing with piano accompaniment, or by mechanical instruments, or any other form. It has also definitely forbidden the Gramophone Co. to reproduce henceforth portions of musical works belonging to the first period.

It has decided that all the reproductions of portions of works belonging to the second period which have been made up to the present constitute infringement.

In Italy the law considers two periods for the protection of music. The first period extends 20 years after the first publication, and the second period, with the obligation of paying to the firm of G. Ricordi & Co. the 5 per cent. on the gross price marked for each disc.

As regards the phonographs, it is expected the judgment of the Tribunal of Milan will be soon confirmed by the Court of Appeal. For mechanical pianos the question will shortly be decided before the Tribunal of Bologna.

In case of continuing the sale, the firm would incur the risk of the penalties provided by the law.

It has condemned the Gramophone Co. to the costs of the judgment and of the sentence. Manufacturers of discs and sellers of same are therefore warned.

It is hoped that the abuse which has existed up to now of appropriating the music of another person, under the pretext that the music mentioned can be freely utilized by virtue solely of the fact that it is reproduced mechanically, will completely cease in Italy.

For all kinds of piano players the question remains definitely settled, for the judgment of Cremona was never appealed against.

For the phonographs, it is expected the judgment of the Tribunal of Milan will be soon confirmed by the Court of Appeal. For mechanical pianos the question will shortly be decided before the Tribunal of Bologna.

If these judgments therefore also follow the same order of ideas at the Tribunals of Cremona and Milan, it will be decided that the reproduction of music by mechanical instruments in any form is forbidden in Italy without the consent of the lawful owner.

UNIQUE MUSE IN PARIS.

Grand Opera Singers Found an Association for the Purpose of Making and Selling Phonograph Records of Their Own Performances.

(Special to The Talking Machine World.)


M. Note, of the Grand Opera, has founded an association of singers and actors for the purpose of making and selling phonograph records of their own performances.

According to the popular tenor, with the exception of three or four great singers, who are paid fabulous prices for singing into a phonograph, few opera stars make anything out of the records of their voices. Moreover, many of the records are taken without the knowledge of the singers, and are bad in consequence, because they are not made with the proper attention to acoustics.

"It is only fair to ourselves," says M. Note, "to leave the most perfect possible records or our voices. Moreover a singer who controls the sale of these records lays up for himself a source of revenue which will be welcome when the inevitable day arrives at which his throat refuses to produce the sounds which won him applause. When he can no longer make music, he can at least singing on the stage his voice will still bring the old singer in money if he has a true and perfect reproduction of it at his disposal."

EDISON CHOICES.

A change has been made in the lettering or branding of the Edison phonograph cabinets, the designs, "Edison Gem Phonograph," "Edison Triumph, Standard, Home," etc., being abandoned and the facsimile signature of "Thomas A. Edison," the trademark of the National Phonograph Co., substituted. The construction of the machine remains the same. The change was made for the sake of appearance only.

Hereafter Edison jobbers will not be permitted to do a jobbing business at branch stores in other than the same conditions as a new jobber.

Frank E. Madison, instead of going to Boston as manager of a branch office of the commercial phonograph, will remain at the New York end in charge of the contract department.

Four well-known Edison jobbers who were found shipping goods to dealers in advance of the specified time, were "jacked up" by the National Phonograph Co. in the following letter from General Sales Manager Wilson: "For not complying with our conditions of sale in regard to the day (25th of the month), and hour (8 a. m.), on which new monthly records can be shipped or delivered to them until September 28, or one day later than the same records can be shipped or left the store or possession of other jobbers." The names of the offenders appear in the official notice.

Last month the main offices of the National Phonograph Co. at Orange, N. J., were moved into the new administration building, in which they will occupy the first and second floors, going out of the old place, which has been occupied since the phonograph was first manufactured. The new record moulding building will be enclosed in another six weeks. This building is being pushed more rapidly than others, because it is hoped to occupy it before January 1 and thus greatly increase their record making facilities and materially aid in handling shipments.
Motor Car Tour of Gramophone Co. Through Ireland—Notable Men Hear Twentieth Century Graphophone—Looking Forward for White Record—Edison Sales Very Large.

(Special to The Talking Machine World.)

Daly, Ireland, Sept. 3, 1906.

The Gramophone Company, of London, have recently organized a motor car tour throughout Ireland. On the front portion of the car there is an excellent life-size representation of "his master's voice"—a fine specimen of a black and white fox terrier (stuffed), and of course the instrument into the trumpet of which that same dog (who has attracted to many pedestrians to the window of Osborne's depot in Dublin) has been vainly listening for the voice of his master for the past two years! Up till now, however, not even a "whisper has yet been conceded" (to borrow from Professor Tyndall) to the listening car of that canine. The motor car and its occupants (including the dog) have been creating quite a sensation, and the trade results, I understand, have so far—been most encouraging.

During the past month many thousands of Belfast citizens have been entertained by a "towelie years sound magnifying, Columbia graphophone" which T. Edens Osborne equipped with a 56-inch copper trumpet. The latter was projected from the window of his reception room on the fourth floor of the Scottish Provident buildings, and the loud, clear and distinct reproduction of choice selections—vocal and instrumental—has undoubtedly been "the talk of the town" for the past few weeks. While a half hour being given in the new palatial city hall during the recent visit of the Lord Lieutenant of Ireland (Lord Aberdeen) the graphophone promised so much, with flower horn. Indeed, it is quite a "triumph," in fact a "gem," for "home" use, and the "standard," at which the value of other disc instruments is gauged.

"Pardners V. R. P. is ye man who gives the world a new wind." The various talking machine show windows have recently been enlivened by displays of instruments equipped with flower horns of every color, and look more attractive than at any other time.

Notwithstanding the general exodus of city folks to the seaside during August, the Edison jobber here reports that his sales of talkers for that month were equivalent to the aggregate output for the same period last year. With such figures before him he naturally anticipates a big winter's trade. His first consignments of Edison "standards" and "homes" will be shipped on the 1st and 15th of September.

**ROSTER OF COLUMBIA JOBBERS.**

An Imposing List of Leading Men Now on the Register of the Columbia Co.


The Victor Talking Machine Co.'s two new products, the Victor Victrola and the Victor Autophone, are new in the hands of the leading jobbers with gilt-edge trade, as they are the highest priced goods made by the company.

James Landay, of Landay Bros., New York City, expects to go abroad next month for a pleasure trip. He will probably not lose sight of business, as several applications for agencies for the Landay phonographs have been received from the provincial continental countries.

**RAPKE LABELS, to take effect Sept. 15, 1906,** (Superseding all previous Quotations).

**RAPKE LABELS with TITLES for EDISON RECORDS.**

One each of any monthly list of American selections, 10 cents per month.

Limited number of all sets, whether with or without titles, can be had printed on white cardboard. Prices on these cardboard labels are double those quoted in this list.

Any labels or numbers, not specified in this price list, if furnished, will be charged for at the rate of 10 labels for 5 cents. This includes Grand Opera labels, or any other labels or numbers without titles.

Write at once for Free Samples, etc., Address—VICTOR H. RAPEK, 1661 SECOND AVENUE, NEW YORK CITY, or any Jobber.

**RAPKE LABELS for COLUMBIA X. P. RECORDS.**

If ordered printed on Cardboard, the price list for that grade applies.

**Terms:** CASH with ORDER. Delivery: By mail, prepaid to any part of the Globe.
THE TELEGRAPHONE A WONDER.

Improvements Recently Made in the Apparatus So That Its Success Is Now Assured.

When the telegraphone was publicly exhibited for the first time in this country, The World, in its descriptive article, 1896, described what is spoken of by scientists and practical experts in sound recording and reproduction as one of the wonders of the age. Since then this invention has been exhibited in the principal cities, and everywhere its operation and results have occasioned interest and enthusiasm. Improvements have been made in the apparatus, and its successful operation is now considered as beyond the question of a doubt, and it is at this stage of development that the telegraphone becomes an article of direct interest to the public.

As stated in The World's descriptive article referred to above the telegraphone was invented by Vaideman Poulsen, a scientist, of Copenhagen, Denmark, who found that magnetism could be "localized." Previous to this discovery the accepted scientific theory was that magnetism conveyed to a piece of steel, whether a flat surface, like a disc, or a wavy or crumpled coils, like wires, could spread and permeate the entire metal substance, as ink spreads through blotting paper. Mr. Poulsen immediately applied this principle to the recording of sounds. He found that, with certain modifications which he has already patented, the "localization of magnetism" would convey a dot, as it might be termed, in a manner identical with the way in which ink spreads through paper.

The commercial evolution of this epoch-making invention has resulted in two styles of telephonic machines, and deliver every delicate as well as sounds peculiar clear and free from the scratching and hissing, or "localization," of the art of sound recording and reproduction.

In the former style, a steel disc, or a round body, like wire, would convey to a piece of steel, whether a flat surface, like a disc, or a piece of paper, like wire, the sound as it moved over the face of a piece of steel or the paper. The steel moved before it. The sounds are reproduced with a constant linear velocity of one-half meter per second. The discs may be filed away for future use, and many thousands of reproductions may be obtained from the original record.

The American Record Co.'s October Bulletin is one of especial interest, and is as follows:

The American Record Co., October Bulletin.

A Rare Hit Found. A lot of musical experts in sound recording and reproduction of sound waves. "ized at the exact place where the magnet was moved over the face of a piece of steel or the paper. The steel moved before it. It would convey a dot, as it might be termed. In other words; that the magnetization would be localized at the exact place where the magnet was applied and no other, and that if the magnet was moved over the face of a piece of steel or the steel moved before it, it would make a magnetic line therealong. Not only this, but the steel could be varyingly magnetized at each point along the line by varying the magnetic intensity of the moving magnet. These two facts made all the telegraphone and its claims of revolutionizing the art of sound recording and reproducing. The records are not reproduced with the loudness of the talking machine, but are clear and free from the scratching and hissing sounds peculiar to other voice-producing machines, and deliver every delicate as well as even the most unusual intonation of the original speaker.

The commercial evolution of this epoch-making invention has resulted in two styles of telephonic machines: the disc and the wire. The former in its manner of operation resembles the talking machine, the disc being rotated in the same way. As the disc has about five inches in diameter, rotates, the magnet, and coil, which are held in a carriage, are gradually moved toward the center of the disc by a micrometer screw. The speed of rotation is increased as the magnet approaches the center, so that the disc rotates with a constant linear velocity of one-half meter per second. The discs may be filed away for future use, and many thousands of reproductions may be obtained from the original record. The discs may be rented by mail without injury.

In the other form of the machine, a steel piano wire is wound on one wheel to another between two magnet poles by an electric motor contained at the base of the instrument. Enough wire is carried on the wheel to make a record through a length of one mile. In this machine three pairs of magnets and coils are used, each pair consisting of two magnets and coils similar to the straight magnets previously described. The magnetic intensity is thereby increased by one on either side of the wire. The sounds are recorded by the middle pair of magnets, the others serving for demagnetism or erasure. As the windings of the magnets carry the current back and forth, both holding and guiding the wire. In either form it is apparently impossible to wear or use to destroy the record, yet the record may be wiped out on either the disc or wire by passing a more powerful magnet over the surface.
Our Increased Facilities

Enable us to carry a larger stock than ever.
One Quarter Million Edison Records always on hand.
The largest stock of Cabinets, Horns, Supplies, etc., in the
United States.

A larger
stock
means
more sales

We urge dealers to follow our example

The most comprehensive stock of Record Cabinets in the world.
Our display unequaled. Visit our salesroom and be convinced.

We have the utmost confidence that the prediction for a large fall business will be verified.

If you want the BEST needles made, send for samples.
10 styles for different purposes, one grade only---the BEST.
TIMELY TALKS ON TIMELY TOPICS.

In the course of an interesting letter by Henry J. Hagen, assistant manager of the recording laboratory of the Universal Talking Machine Manufacturing Co., New York, from Buenos Ayres, S. A., under date of July 18, he says: 

"Buenos Ayres is one of the greatest commercial cities of the Western Hemisphere, and for beautiful streets and parks it compares favorably with the great cities of Europe. As to the talking machine end it is simply surprising the great number of high class records sold here, comparing favorably with New York. Price does not cut much ice, providing the goods are right. There is a good demand for fine cabinets and record cases. This is a great music-loving country, and the people know an artist when they hear one. One of the large houses here is selling Patti records for $25 paper, which is equivalent to $11 American. I sail for Genoa to-morrow on the steamship Umbria, and expect to arrive there about August 11." It will be remembered that Mr. Hagen and E. Long, manager of the Universal Co.'s export department, are in Italy recording "masters" from the leading singers and musical organizations.

The multiplicity and variety of records keep growing. Eventually every known tongue will be adequately represented. The Chinese list is increasing rapidly, and when George K. Cheney was in China for the Victor Talking Machine Co., Camden, N. J., he secured a large number of excellent "masters" of the leading dialects, and up to the end of April the company received orders for 64,000. An importer in Shanghai, writing Mr. Cheney says: "We are satisfied with your work; in fact, delighted, and it is not necessary to wait for samples and order from them. We want records, and if we could we would sell it out fifty times, proper fashion. We find it hard to sit down and wait when orders are flocking in." That sounds quite American as a "hurry-up call" for goods.

Another example of this fact is the recent importation of Norwegian records direct from Christiania, by Andrew Olsen, an Edison dealer of Brooklyn, N. Y., who expects a large business with them when he gets sufficient stock. Speaking of his new line, Mr. Olsen said to The World last week: "As yet my stock of Norwegian records is too small, and they are rather expensive, because I must pay duty. My intention is to import the 'masters' and have the records manufactured here, which will enable me to give the jobber sufficient margin to sell to dealers. You know we have some of the best voices in Norway, artists who will never come here. Then another thing, there are about a million Norwegians in this country—actually half as many as still live in entire Norway. There is a big colony right here in Brooklyn, but the great bulk are in the West and Northwest. They are admirers of everything musical, and while the manufacturers here have a few Norwegian records, their quality and purity of tone do not approach these original productions, of which we have several hundred selections of all kinds—serious and sacred music, operatic numbers, popular songs and 'talkers.' Yes, it seems to be an excellent opening for these records, not only with Norwegians, but people of all nationalities who are interested in talking machine art, and make collections of every kind of record. They come in cylinder form only."

A silk operator of Paterson, N. J., is reported to be completing an entirely new talking machine—on different lines from the familiar models of the day—and records of special form and material. The invention has been shown to a few personal friends only, but to no one in the trade, the story runs. The party is so elated over his seeming success that he is piling up wealth (in his mind, of course) so rapidly that the purchase of a steam yacht and a trip to Europe has been decided upon. Should this sanguine inventor wake up suddenly his disappointment might be rather keen, to express it mildly.

A well-known publisher of music who has turned his attention to the talking machine proposition, declares that 60 per cent. of the music published in the next five years—possibly in half that time, he ventures to assert—would be played on mechanical instruments. With a firm belief in the correctness of his prediction, he thinks there is a wonderful future in store for the talking machine business. That appears to be an opinion shared by others of prominence and having special information of what is going on behind the scenes. Improvements of a startling nature are enthusiastically discussed, and as they speak by authority the trade may rest assured their talk is something more than undiluted "hot air."

Dubbing," as the unauthorized duplication of records is termed, may not be practiced openly, but it is a species of robbery that should be "more honored in the breach than the observance." As The World has previously pointed out, parties in this line of business know they are appropriating other people's property which has, in many instances, cost the rightful owners large sums of money. To be sure, the only court case dealing with "dubbing" does not go far enough in its restraining provisions. The decision enjoined the duplication of records in which the factory or laboratory number was reproduced. Of course, that can be easily avoided, but it does seem that this questionable business, to give it a mild term of..."
deprecation, could be totally suppressed under the plea of unfair competition, a doctrine which courts of equity have invariably sustained as just and proper. Further, it makes precious little difference in the nature of the offense committed where the "dubs" are sold.

Handmaster Sousa is still persistent in his abuse of the talking machine, his latest diatribe in Appleton's Magazine, which appears on another page of The World, being absurd, ridiculous and false. John Philip is an impulsive proposition, but caustic criticism devoid of truth has never helped a cause yet, no matter how deserving. Since Mr. Sousa first aired his grievance against the talking machine in the hearings on the proposed revision of the copyright laws before the joint patent committee of the Senate and House in June, in which he declared this wonderful invention was detrimental to voice culture and the sale of musical instruments, the newspapers of the country have commented upon his assertions either sarcastically, in great good humor or according to their intelligence. No one questions Mr. Sousa's preeminent position in the musical world, but his averments in the above connection are mere statements, incapable of proof. On the contrary, wherever the talking machine has been introduced the interest in everything musical has increased perceptibly. The beautiful recordings of the highest cultivated voices in the world have been more than a stimulus. Singing has improved through their influence and the sale of music augmented. That such instruments as the violin, guitar, mandolin, banjo, etc., are falling into innocuous desuetude, Mr. Sousa may learn a few facts to the contrary. The bandmaster has increased perceptibly. The beautiful recollections in the above connection are merely evidences of which each person present at the Edison entertainment was given one with the compliments of the National Co., a trade demand followed at once. That is to say, jobbers in making up their list of selections, ordered the "gold record" also, stating a call was made for it by the dealers. Of course, these orders were not filled, as this record was not intended for public sale, and only for private circulation as a souvenir of a momentous occasion.

A few weeks back Judge Lowell, United States Circuit Court, Boston, Mass., held that a treaty cannot take away the rights of an American citizen in an American patent. In the case in which this decision was rendered the defendants set up the expiration of the British patents which, under a statute, retired American patents. The complainants contended that an amendment to the treaty between the United States and Great Britain, procured by the President August 5, 1902, nullified this provision, and they were sustained by the court. The result is a new one, and has a hearing upon a number of talking machine patents now in litigation.

Once again an effort will be made to have the record manufacturers establish an exchange system. After a long trial the plan was abandoned, chiefly on account of the sharp practices of the dealers who have stated, from their own experience, that the talking machine has materially improved their business in these lines. It is useless, as well as profitless, to argue the matter further, when the preponderance of evidence is against the silly assertions of the world-renowned bandmaster. Should the copyright bill become law, and record manufacturers be required thereby to pay royalty, then a remarkable change may be expected in the attitude of the famous march composer toward the trade and its products.

Now and then some writer for the daily newspapers will point out how fortunes can be made in desired inventions. This stuff usually emanates from Washington, D. C., and the latest advice on this score follows: "A device that will entirely obliterates the grating mechanical sounds of the talking machine will find a dozen bidders waiting for the opportunity to purchase the rights. The field is open." This must be so, else this oracle would not have inflicted his wisdom on a suffering world, and inducing inventors to hasten for the golden goal.

It will be remembered that the congratulatory speech to Thomas A. Edison engraved on the solid gold and standard size record, which was presented by the Edison jobbers last July, was written by William Homan, well-known in Masonic circles, being a thirty-third degree man. At a birthday anniversary reception given by Mr. Homan to a member of his family on August 29, a phonograph was a part of the evening's pleasures, and in describing its performance a guest writes as follows: "Nearly all present were contributors to the evening's entertainment, and the 'gold record' speech of the host was applause. We rang out clear and firm from the 'mouthpiece' of the twentieth century wonder, the Edison phonograph." This incident calls to mind that in connection with the duplication in the regular material of the gold record, of which each person present at the Edison entertainment was given one with the compliments of the National Co., a trade demand followed at once. That is to say, jobbers in making up their list of selections, ordered the "gold record" also, stating a call was made for it by the dealers. Of course, these orders were not filled, as this record was not intended for public sale, and only for private circulation as a souvenir of a momentous occasion.

The talking machine is credited with wonderful things, but until now we had not known of its wonderful powers in the pictorial domain. The following despatch, however, from Brookfield, Mass., is interesting in this connection:

"Charmed by the sweet notes of 'Keep on the Sunny Side,' played by a graphophone on Lake Quacuquaguis, a big pickerel jumped into the horn of the machine. The fish is on exhibition at present in St. J. Donahue's Central street store. The pickerel weighs 35 pounds and is 12 inches long."

A Record Rack That Stands High in Favor "2-C."

Our "2-C." Record Rack is needed in departments carrying a wide variety of Disc Records. While it is only 39 x 42 inches in size, it will hold upwards of 800 Records, and by placing these in numerical order you can cut a great deal of time in selling, as well as in stock-keeping. Made of heavy, strong wire, plated and lacquered, attractive in appearance and practical. Holds records from 7 to 11 inches in size, is smoothly finished and will not damage records in inserting or withdrawing. $8.00—less than 2 cents a record for space used.

SYRACUSE WIRE WORKS, 315 East Water St., Syracuse, N. Y.
NEW VICTOR SPECIALTIES.
The Victor Victrola, the Latest Victor Machine, Has No Horn—Will Retail for $200—The Victor Auxetophone Being Exhibited.

The Victor Victrola, which the Victor Talking Machine Co., Camden, N. J., have now ready for the trade of this country, is a combination of machine and record cabinet, minus the horn. Every mechanical part is concealed when not in actual use. The sound-box is attached to the tone arm in connection with the regulation turn-table, and is placed in the upper compartment of the cabinet, inclosed with a lid. As the descriptive circular to the public says: "There is no horn, the instrument is complete in itself," opens the doors of the cabinet and the melody pours forth. We have simply reversed the ordinary position. We lead the sound down from the sound box above the record through the sound tubes to a mahogany horn below rather than the horn above, and modify the volume by closing and opening, more or less, these doors. When the lid is closed down it shuts all sound of operation. The mechanical parts are a winding attachment, lid brace, tapering arm with sound box, speed regulating device, brake and knob gold-plated. The dimensions are: Height, 4 feet; width, 20 inches; depth, 22 inches. The Victor Co. speak of the Victor Victrola as "a musically artistic surprise," and the cost of which is $200.

Another addition to the Victrola line, and which is now being shipped to leading jobbers is the Victor auxetophone, which was first publicly exhibited at the annual conventions of the Piano Manufacturers and Dealers in Washington, D. C., in May. It is electrically controlled, and its adjustment is specific as to current, voltage, etc. The auxetophone is a machine noted for its tremendous volume of sound. The price is $500.

DOUGLAS PHONOGRAPH CO. BRING SUIT.

The Douglas Phonograph Co., of New York City, have begun suit in the United States Circuit Court, New York, against the National Phonograph Co., of August 30, before Judge Jaycox in the Supreme Court, department 2, in Brooklyn, N. Y. Counselor Hyman argued a motion for the complainants to have a commissioner appointed to examine the defendants, and to restrain 250 jobbers and dealers in the State of New York from handling Edison goods. The court reserved decision, but on September 10 Judge Jaycox denied the motion, in a brief memorandum, giving the complainants the privilege of renewing it if the proper procedure were followed.

Practically the same issues were threshed out before Justice Keogh, in another branch of the court in June, when an application for an injunction pending trial, was denied. On the motion calendar of the United States Circuit Court, Judge Lacombe sitting, among the adjourned cases was that of the National Phonograph Co., against the National Phonograph Co. The latter company, on inquiry by The Review, stated they knew nothing whatever of the matter.

The suit of A. S. Petit against the American Graphophone Co. on the duplex record patent, which was called August 30 on the adjourned cases of the motion calendar of the United States Circuit Court, New York, was adjourned to September 13, when argument was heard decision being reserved.

Leon F. Douglass, vice-president of the Victor Talking Machine Co., Camden, N. J., who has been at Atlantic City, N. J., for the entire summer, with his family, has gone to California, where he will probably remain presumably on account of his health. Elbridge R. Johnson, president of the company, who has been abroad for several months, is expected back about October 1, possibly sooner.

T. P. Clancy, manager of the talking machine department of the Corray Co., St. Louis, Mo., is spoken of by the traveling men as one of the cracks of the business.

Thomas C. Hough, who heads the Edison and Zonophones, with stores in Minneapolis and St. Paul, Minn., describes himself as the "auto-mobile talking machine man." His goods are always delivered by a model motor car, in which he has traveled over the State and adjoining territory, drumming up business. Being a jovial party, of unusual physique, he makes friends and takes orders with neatness and dispatch.

S. A. Marks, who manages the talking machine department of John A. Smyth, the great mail order house of Chicago, sells a few million records in the course of a year.

Notice to the Trade!

A chance to make good money—3,000 Records (viz: Gramophone 7 inch Disc). Subjects by the late Joseph Jefferson, "Rip Van Winkle's Reverie," "Toast," etc. A set of other famous voices, including Chauncey M. Depew's "Dedication of the Statue of Liberty."

INVULNARABLE AS SOUVENIR! SOLD ON SIGHT.
To the trade only at 10 cents per record; former price, $2.00 each.

H. Hardesty
173 Greenwich St., Near Cortlandt
Tel. 1412 Cort.

THE NEW IMPERIAL RECORDS
RECORDED IN EUROPE
Are Meeting With Marked Success
$1.00 and $1.50 Each
SEND TO-DAY FOR CATALOGUE
LEEDS & CATLIN COMPANY - New York
PRACTICAL SUGGESTIONS AND COMMENTS.

RECORDS OF PIANO MUSIC.

D. S. Miller, of Mexico City, Mexico, writes: The World to know if he cannot secure some good records of piano solos by well-known artists. As far as we know none of the companies has listed piano solos. There have been a number of inquiries for them, but it is not an easy matter to control the overtones in piano playing and to get a really effective record. Experiments in this field are being made by several companies, but the results thus far are not sufficiently satisfactory to permit the records being listed. In time, however, we feel confident that the wonderful skill of our acousticians and laboratory experts will insure a perfect record of a piano solo. The wonderful advance made in the perfection of talking machine records during the past ten years leads us to this conclusion.

REVOLVING RECORD RACK.

A gentleman in a Northwestern city, who has just made his debut as a talking machine dealer, writes to know if there is a revolving cylinder record rack on the market. We may say that a very excellent rack of this character is made by the Syracuse Wire Works, of Syracuse, N. Y. It will hold a thousand cylinder records, and can be easily moved. It occupies but little space, being only 22 inches square. It hangs on ball-bearing cones, and can be easily turned so as to show and secure any key number instantly. It is compact, cleanly and convenient, and will be found most valuable where wall space is not plentiful. It is now in use by all the progressive talking machine dealers.

RECORDING THROUGH THE TELEPHONE.

Hine Smith, of Sparta, Mich., in a communication to the “New Phonogram,” says that records can be made by the aid of a telephone. Experiments in this field are being made by several companies, but the results thus far are not sufficiently satisfactory to permit the records being listed. In time, however, we feel confident that the wonderful skill of our acousticians and laboratory experts will insure a perfect record of a piano solo. The wonderful advance made in the perfection of talking machine records during the past ten years leads us to this conclusion.

A practical record maker has been making a number of experiments on substances that would produce a record that was practically scratchless, and has so far succeeded that he has a formula that has produced a record that contains absolutely no grit or clay on its surface. It is made of two compositions, the first being used as a backing, and is far less liable to warp than the present record. The surface has for its body a finely pulverized soapstone mixed with shellac and other ingredients to give it the requisite hardness. The claims for the new composition are that it will not wear out the needles, it will not scratch and that it will produce a better sounding record, particularly for soprano voices. It will wear as well as the composition now in use, and costs practically the same. He has also found that a combination of Fuller's earth and graphite will produce a scratchless record, but not as durable as the other, although somewhat cheaper. He said to The World: “It is the record and not the needle that scratches. The grit in the present record acts like emery on the needle, and if a record that has been used a few times is examined under a strong magnifying glass, the interior of the grooves will show a very perceptible roughness, which increases with use. My formula is not patented, and any of the record makers who wish to experiment with it are at liberty to do so, as I am anxious, from a professional standpoint, to see a perfect record put on the market. Roughly speaking, the formula is as follows: Pipe clay and precipitate of chalk, equal parts; soapstone, equal in bulk to the two. The usual shellac formula. The pipe clay should be the finest obtainable. The records I have made by this formula have been perfect so far as re-productive qualities are concerned.”

MAKING EDISON RECORDS LONGER.

A correspondent of the “New Phonogram” asks why the Edison records are not made a half-inch longer so as to play one more verse and has been answered by the editor of that interesting publication as follows: “If records could be made of a material that would not expand or contract with the changes in the temperature, and they could all be made with precisely the same bore, then it might be possible to make them a half-inch longer. Even then it would be necessary to supply special machinery, etc., worth hundreds of thousands of dollars, and spend an equal or larger amount in new machinery. Up to the present time we have not been able to find a record-making composition that is not affected by the temperature, nor can we yet make records that will not vary slightly in the diameter of the bore. The extra space that the uninitiated thought could be utilized for additional words or music, is also a manufacturing necessity.”

SUBSTITUTE FOR BRUSHING RECORDS.

Hans E. Hall writes as follows to the same publication concerning a substitute for brushing each record before using. He says: “I selected one of the boxes in which the cotton was very soft, and one into which the records would slip easily. As I take the record from the cabinet to play it, I slip the same into the cotton lined box and immediately draw it out again to place on the mandrel. The effect is that all dust or dirt has been removed from the face of the rec
Do you know the value of the Regal Agency to you?

Have you thought the subject over?

If not, it would pay you to think of it right now.

Many wise men are making money by having the Regal Automatic Piano to take in and bring in money for them every day. We believe if you knew how much profit there is in it, you would want one too.

Genuine.

It is a genuine piano-player: gives the finest kind of music, loud or soft: every selection you want—popular or classic. Requires no attention: looks after itself, so to speak. Runs by pneumatic power, pumped by a small electric motor, which we supply to suit every kind of electric current.

The very best.

It is the most musical, simplest, strongest, longest-wearing, and in every way the most satisfactory and profitable instrument ever made for supplying music to the music-loving public.

And it is a beautiful ornament anywhere you put it, and it blends perfectly with the talking machine business.

Why not make some money out of it yourself by selling it?

The Agency for the Regal will make you good money. You can easily handle Players with Talking Machines.

Nickels grow to dollars.

Do you know how much nickels that keep on growing amount to? Perhaps you do.

But do you know how easily people will put nickels into a slot to hear good music like that of the

Regal Automatic Piano

and what a goodly sum those nickels amount to in a week? Perhaps you do.

But here's another point. It isn't only what the Regal Player takes in; but what it brings in — The extra nickels, dimes and dollars that people are sure to spend while they stay in the place to listen to the music. That's what counts.

The Regal Piano and Player Company

890 Southern Boulevard

NEW YORK, N. Y.
Inquiries about Collapsible Horns.

A newcomer in a Western city in forwarding his subscription to The World, which, by the way, he highly compliments after investigating his first copy, inquires about a collapsible horn, and says: "In traveling the most inconvenient adjunct of the talking machine is the horn, particularly when so many people nowadays take both machines and horns to the country. Of course the horn should be really collapsible, and should firmly lock when opened up. Is one now being made, and by whom?"

In answer to our friend we may say that the New Jersey Sheet Metal Co., of Newark, N. J., are now placing on the market a collapsible horn, which is very highly praised. It occupies very little space in the case, and can be looked for use or unlocked in a short space of time. It does not interfere with the transmission of sound waves, as the interior of the horn is absolutely smooth. An illustration of the horn appears elsewhere in this paper, and we suggest writing the company for further details.

Walter H. Miller Thanked.

By the Committee of Talking Machine Men for His Skill in Turning Out the Pure Gold Record Presented Thomas A. Edison—Mr. Miller, however, gives credit to Mr. Wurth.

That the making or casting of the solid gold record presented Thomas A. Edison by the Jobbers of the United States and Canada was a small undertaking everybody familiar with the facts knows. It was the first record of its kind ever moulded in the history of the business, and the work required skillful and delicate handling from the beginning to the completion. The greater credit for this unique production has been awarded Walter M. Miller, manager of the National Phonograph Co.'s recording department; but Mr. Miller insists that for the delicate electro-plateing operation greater praise is due A. Wurth, a laboratory expert at the works in Glendale, L. A., the secretary of the Muckers' Club, composed of the Edison experimental corps, who brought to bear on the process his great and exact knowledge in that line gained here and in Europe.

The making of the record is but one of the many important happenings of the month, interestingly set forth by the World Correspondent.

Trade Notes from Boston.

The Most Important Happenings of the Month

(Special to The Talking Machine World.)

Boston, Mass., Sept. 9, 1906.

There are happy men among the Boston talking machine trade, for business is not only good, but there are prospects of a booming fall trade.

It contains four trays, each fitted with 25 hard maple pegs, a total of one hundred. These pegs are hallowed out on the inside, making them very light and preventing cracking. As will be seen by the cut the trays slide out for convenience in handling the records. When the door is closed the drawers are entirely hid from view. The door is fitted with a good lock and key. The cabinets are made from selected quartersawed oak front and top, and highly finished in any color desired.

The company now have a new catalogue in press illustrating and describing fourteen different styles of disc and cylinder record cabinets. It will be mailed on application. The Salter Manufacturing Co., have been manufacturing music cabinets for the past thirty years, and talking machine record cabinets for the past three years. Visitors to Chicago are cordially invited to visit their big factory on Oakley avenue, which is only a block from the Oakley avenue station of the Lake Street Elevated, fifteen minutes' ride from the loop district.

Our Horns Are Standard in Every Respect

We make all the different styles and sizes in any metals or colors, including the new Morning Glory Horn, which is cut on a new plan to distribute sound more easily.

Since Labor Day there has been a marked increase in the amount of business done, both wholesale and retail, and it is still increasing. There is a marked increase, also, in the demand for higher priced machines, and those dealers who handle the new Victrola report a big demand for them—a demand that means the exchange of high-priced instruments purchased some time ago by customers who want the best at any price.

The new Victor Victrola promises to make a marked impression among the high-class Boston trade. Its simple exterior, with all the working parts of the talking machine covered up, and the wonderful sweetness of the tone takes mightily with the wealthy musical public.

Improvements are in order at the Winseney Co. The sheet music department has been changed around, new racks put in, and everything is now spick and span. T. N. Mason, the Winschell traveling salesman, has just returned from a very successful trip through northern New England.

Among the visitors to Boston this month were Mr. Hawthorne, of the Hawthorne Sheble Co.; Mr. Keene, of the Philadelphia Talking Machine Co., and Mr. Silverstein, of the Ideal Fastener Co.

At the wholesale rooms of M. Steinert & Sons, business is more than good. A great run is reported on the Victrola and on the new wrapper record envelopes which Manager Cornell has invented. Over a third of the cost of wrapping paper is saved by these envelopes. A new record shipping box, made of strawboard, is also a feature of the business of this store. It costs less than a wooden box, takes up less room, and the records are sure not to get broken in shipping.

Charles G. Andrews, manager of the Boston Cycle & Sundry Co., returned this week from a business trip to Maine, much pleased both with the amount of business now being done and with the outlook for fall and winter trade. He reports the receipt of a fine lot of Searchlight horns.

At the Eastern Talking Machine Co. the cellar has recently been enlarged, giving much more room for storage, which was badly needed. A. W. Chamberlain, wholesale manager, has just returned from a vacation spent at New Found Lake, N. H. He reports a big demand for the Edison machines and for the Victrola, but declares that he cannot get half enough from the factories.

"Wonderland," the newest song, rivaling "Dreamland," is a big seller at the Columbia Phonograph Co., this month. A fine demand is reported here in the medium grade machines.

At the Oliver Ditson Co., manager Winkelman says that the demand for Victor goods is enormous. He reports a great demand for 10 and 12-inch records, and for the new Victrola.
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, are delivered in better condition, and filled more completely by this house than by any other house in the Talking Machine business, so our customers tell us.
150 Tremont St., BOSTON, MASS.

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

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Large Stock of Cylinder and Disc Cabinets
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Western Distributors for the VICTOR COMPANY.
It's worth while knowing, we never substitute a record.
If it's in the catalog we've got it.
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PITTSBURG PHONOGRAPH CO.
VICTOR JOBBERS and EDISON JOBBERS
Largest and most complete stock of Talking Machines and Records in Western Pennsylvania.

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Edison Phonographs and Records
Write for Prices on Supplies.
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Write us for quotations.
435-437 Wood Street, Pittsburg, Pa.

EVEN 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 October list.
the help we can put to work, and we are still back on orders. Our confidence in the stability of the talking machine business is unbounded.

We are making every preparation for an exceptionally large season's business, and we predict from our outlook that this year's business in the talking machine line will be far by the largest ever recorded.

LORING LEEDS STARTS WEST.

Representative of Leeds & Catlin to Close Several Important Deals—Firm Issues New Opera Catalogue.

Loring Leeds, of Leeds & Catlin Co., started Monday (Labor Day) for a trip West, and may go as far as Denver. He has several important deals in Chicago to close.

The company last week issued the first descriptive catalogue of their "Imperial Grand Opera and Black Label Records," about twenty-five in number. They are 10-inch size, and were recorded in Europe. The book is a neat production of the printer's art, with green, gold and crimson cover.

W. A. Mullen and F. Peinberg, formerly with the Universal Talking Machine Manufacturing Co., have become associated with the Leeds & Catlin Co., the former traveling East and the latter West. Both are now on their respective territories exploiting "Imperial" records.

SEARCHLIGHT HORN ABOAD.

Exclusive selling agencies have been established in Australia and Mexico for the product of the Searchlight Horn Co., of New York. In making the deal a large initial order for Searchlight horns was placed for both countries. The company has made one of the most phenomenal successes ever known in the trade; that is, for the brief time they have been known.

B. H. Earlott, former manager of the Betti Photograph Co., has been on a fortnight's vacation on his farm near Saratoga, N. Y., returned to business last Tuesday.

T. F. MURRAY'S INTERESTING TRIP.

He Discourses on Trade Conditions in Cuba and Mexico—The Present Revolt Unsettles Business in Cuba.

T. F. Murray, the foreign and domestic ambassador of the Columbia Phonograph Co., recently returned from an extended trip from Cuba and Mexico, and his observations on the general conditions existing in those countries is of great interest to the trade at large.

"The talking machine field in Cuba," said Mr. Murray, "promises to develop into splendid proportions, provided there are not too many revolutions. The political instability is hurting business, as the conditions of the country are naturally unsettled. Trade with the interior provinces is damaged to a large degree, and for talk-
Do You Want to Make Money, Mr. Talking Machine Dealer?

Good, big money. The men who sent in an order for a sample line of our instruments were delighted with the results. They found our instruments blended perfectly with the talking machine line, besides helping to make the store attractive. If you want to help out in the profits during the holiday season you can't go at it in a better way than with our specialties; your musical friends will come to you when they learn that you have the Durro violins, bows, strings, etc. They have a high standing.

We are judges of the excellence of all kinds of small goods, such as Accordeons, Mandolins, Guitars and Harmonicas, and carry a large stock, of which we offer at lower 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.

BUEGELEISEN & JACOBSON

113-115 University Place
Corner 15th Street, NEW YORK

TALKERS AT STATE FAIR.

Formed Quite an Attractive Feature at the West Virginia State Fair—Tyler to Open in Parkersburg—Bard Bros. New Quarters Handsomely Equipped—Other News of Interest from Noted Southern Point.

(Wheeling, W. Va., Sept. 6, 1906)

Business during the past month has been typical of midsummer dullness. At this writing all the dealers are in the midst of preparations being made for the West Virginia State Fair, which is an annual occurrence. Bard Bros., the exclusive talking machine people, are arranging for a big display which will occupy a prominent place in the building. They say they will spring a number of brand new advertising stunts on the public during the week. The first of the month they moved their stock of Victor machines and records from their Market street store to their new store on Main street, where they have made extensive alterations and improvements during the past month. The entire first floor of their new building will be devoted to the sale of cylinder machines and record talking machine supplies of every description and sheet music. The second floor is arranged for the disc goods, in the rear stockrooms and repair shop. They have been doing business all the while the improvements were under way, but as soon as everything is finished they will have a grand opening, inviting the public to come and inspect the conveniences installed for their benefit.

The F. W. Baume Co. will be one of the large exhibitors at the Fair, this they have been doing for years, finding that it is one of their best advertising methods. The various houses handling talking machines are making great preparations for business this Fall and Winter, stocking up in a manner unthought of prior to this time.

R. W. Tyler, who has been connected with C. A. House for a number of years, has resigned his position, having made arrangements to open an exclusive talking machine store in the second largest city of this State, Parkersburg. Mr. Tyler is receiving many expressions of good wishes from the host of friends made during the eight years residence in this city.

Miss Martha E. Summan, who for years had charge of the sheet music department of the Hoehl & Gieseler Piano Co. and more recently with Bard Bros., intends to leave this city about the fifteenth of the present month. She will go to Denver, Col., where her near relatives have been living for several years. As Miss Summan is a pianist of more than ordinary ability and thoroughly familiar with the many details of the sheet music business, it is probable that she will not remain idle for any length of time.

A NEW LINE OF FLOWER HORNS.

The Hawthorne & Sheble Mfg. Co., of Philadelphia, Pa., are just placing on the market a new line of Flower horns which they designate as Artistic Flower Horns. These horns are bound to create a sensation on account of their very attractive appearance. They are constructed on the best approved acoustic lines, and their brilliant and rich coloring is bound to bring them into prominence at once. The horns are being made in the general styles, namely, Nickel Plated and Polished Outside, Brass Polished outside and Silk Finish outside, although the variety and style of the interior decoration is very extensive. The colors employed in the interior decoration are warm rich tones, producing an effect that is most pleasing to the eye. They report very extensive orders from jobbers who have seen the line.

The new Compartment Needle Box, which has been recently placed on the market by Hawthorne & Sheble Mfg. Co., is meeting with a phenomenal sale. Evidently the public appreciate the advantage of having a neat and attractive way of providing for several different style needles.

It pays to have a good jobber.

It doesn't cost you any more to deal with a jobber who is prompt and business-like than with one who is slovenly in his methods, and it is sure to pay you better.

The jobber who doesn't fill your orders promptly and keeps you waiting for your goods makes you hold up your customers, and puts you in constant danger of losing their trade.

A good live jobber understands that his interests are best served by looking after the dealers' interests, just as wide-awake dealers know that the way to build up a solid and profitable business is to take proper care of their customers.

That is why we are so prompt and ship all goods the same day the orders are received, and our bid for your trade is based on this service.

You can get from us whatever you need in trumpet horns, English needles, fibre cases and other accessories as well as Victor talking machines and records. You can be absolutely sure that the order will receive immediate attention. You can figure out just when the goods will reach you.

Think what a lot of worry this saves you, what an advantage it gives you over other dealers and how much good will it brings you.

Remember us on future orders. Try us on a rush order that is in the biggest kind of a hurry and you won't be disappointed.

Better write to-day for our latest catalogue.

The Victor Distributing and Export Company

77 Chambers Street New York
This invention relates to the class of phonographs that are inclosed in cabinets and coin-controlled; and the invention has particular reference to attachments that are adapted to be connected either permanently or detachably to well-known types of phonographs that are not originally constructed as repeating machines and not coin-controlled, the attachments when applied to such machines enabling them to repeat the records that may be on their mandrels and rendering the machines capable of being coin controlled.

Objects of the invention are to provide improved and simple attachments for phonographs and similar instruments and adapted to be constructed at relatively small expense for convertible single phonographs into coin-controlled repeating instruments, which attachments may be adapted to be readily removed from the instruments.

The invention consists in a phonograph attachment comprising brake-operating mechanism for stopping the instrument at the end of the record and improved mechanism adapted to be put in motion by coins for restarting the instrument, so as to repeat the record, the attachment being designed to co-operate with phonographs that have reproducer arms movable on guides and carrying movable devices that may be interposed between the guides and the reproducer arms for holding the reproducers away from the records.

The invention consists further in the novel parts and in the novel combinations and arrangement of parts, as hereinafter particularly described, and pointed out in the appended claims.

Referring to the drawings, Fig. 1 is a front elevation of a phonograph having the improvement applied thereto and arranged in a cabinet, shown in section, of which parts are broken away; Fig. 2, a top plan of the machine and the improvement, the cabinet being shown in section on a plane above the phonograph; Fig. 3, a transverse sectional view on the line A A in Fig. 2, showing the parts of the instrument in proper position to operate; Fig. 4, a fragmentary top plan view showing the reproducer near the end of its travel; Fig. 5, a transverse sectional view similar to Fig. 2, except that the reproducer is elevated, as when returning to repeat, Fig. 6, a fragmentary top plan view showing the reproducer at the end of its travel, as when locked at rest ready to be released to return.

**Fig. 7.** A fragmentary enlarged detail view showing parts seen in Fig. 1, Fig. 8, an elevation of the devices that co-operate to release and elevate the reproducer, so that it may return for repeating, and Fig. 9, a perspective view of the part that causes the reproducer to be replaced into contact with the record for repeating at the beginning of its travel.

**Fig. 8.** A fragmentary enlarged detail view showing parts seen in Fig. 1, Fig. 8, an elevation of the devices that co-operate to release and elevate the reproducer, so that it may return for repeating, and Fig. 9, a perspective view of the part that causes the reproducer to be replaced into contact with the record for repeating at the beginning of its travel.
provide such a construction in connection with the diaphragm of a sound box as to overcome these objections.

A further object of the invention is to provide such a construction in the stylus bar of the sound box and the fulcrum pivot thereof that the parts will be made more efficient in action, simple in construction, and more durable in their wearing qualities.

For a full, clear and exact description of one embodiment of this invention reference may be had to the following specification and to the accompanying drawings, forming a part thereof, in which-

Fig. 1 is a central longitudinal sectional view of a sound box, showing the improvements applied thereto. Fig. 2 is a similar view to Fig. 1, but showing the diaphragm and stylus bar separated from the sound box. Fig. 3 is a plan view of the diaphragm casing, showing the manner or pivoting the stylus bar thereto, part of the casing being broken away, and Fig. 4 is an elevation of a stylus bar, separated from the sound box, parts thereof being shown in section.


In the reproduction of sound from talking machine records, either of the type having vertical undulations in the record grooves or of the type having horizontal undulations in the said groove, it is well known that many sounds are reproduced which are due to imperfections in the construction and disposition of the parts of the talking machine. One of the most serious of these undesirable sounds has been found to be due to the comparatively stiff and short connection therebetween employed between the end of the stylus bar and the diaphragm. This connection tends to oscillate about the center of the oscillation of the stylus bar, and therefore delivers the vibrations to the diaphragm at constantly varying angles to the plane of the diaphragm, dependent upon the position of the stylus bar at any particular moment.

The object of the invention is to provide a construction in which a long and flexible connection may be used between the end of the stylus bar and the diaphragm, so that the angle which said connection subtends as the stylus bar oscillates will be greatly reduced, and that the connection will bend or flexible to transmit the vibrations in a direction substantially perpendicular to the diaphragm irrespective of the position of the stylus bar in its oscillation about its fulcrum.

A further object of the invention is to provide a construction in which such long and flexible connection may be applied to sound boxes constructed in a direction substantially perpendicular.

For a full, clear and exact description of one embodiment of the invention reference may be had to the following specification and to the accompanying drawings, forming a part thereof, in which-

Fig. 1 is a central longitudinal sectional view of a sound box embodying my improvement, and there is also a similar view showing the diaphragm and stylus bar separated from the sound box, casting, which is adapted to be connected with the sound-conveying means or amplifying horn, and 2 the outer cylindrical part of the casing thereof. The tubular portion 1 terminates in a displaced portion 3, between which and the end of the cylindrical casing 2 the diaphragm 4 is retained, and secure by being inserted between said diaphragm and the adjacent portions of the casing.


This invention relates to delivery horns of phonographs and other machines of this class; and the object thereof is to provide a delivery horn for machines of the class specified which will do away with the mechanical, harsh and metallic sound usually produced in the operation of such machines and also produce a full, even and continuous volume of sound in which the articulation is clear, full and distinct, and a further object being to provide a horn of the class specified which is made entirely of wood or other fibrous material, and with these and other objects in view the invention consists in a horn of the class specified constructed as hereinafter described and claimed.

The invention is fully disclosed in the following specification, of which the accompanying drawings form a part, in which the separate parts of the improvement are designated by suitable reference characters in each of the views, and in which-


The body portion of the horn is composed of a plurality of longitudinal ribs e, separated by tapering spaces which gradually widen from the smaller end to the larger end of the horn, and these spaces are filled in with web members f, composed of a plurality of layers of wood or other fibrous material secured together, and the edges of the said web members f in grooves e2 formed in the opposite sides of the rib members e. In the form of construction shown the web members f are composed of three separate layers of wood, but it will be apparent that other numbers of layers of material may be employed, and the said layers of material are in practice, if more than one layer is employed, secured together before the said web members are secured in place between the ribs e.

All the parts of the improved horn, including the nozzle piece b, the short tube member c, and the noise piece h, are of the shape and covering or covering of wood or other fibrous material, and the invention is not limited to the use of the part c; but is preferred, as it forms a reinforcement and strengthening device for the smaller end of the horn.

A horn made in this manner will not produce the harsh metallic and other objectionable sounds usually produced by the delivery horns of instruments or machines of the class specified, and changes in and modifications of the construction described may be made without departing from the spirit of the invention or sacrificing its advantages.


This invention relates to means for reversing the diaphragm carriages of phonographs, and it consists of electric carriage retracting apparatus and automatic circuit closing and breaking device, whereby instantaneous return of the carriage is effected with economy of time, as compared with the common return screw device, as hereinbefore described, reference being made to the accompanying drawings, in which—

"MIRA" MUSIC-BOX

**MIRA** MUSIC-BOX

The following are some of the dealers handling the "Mira" Music Boxes:


**JACOT**

Music Box Co.

Write for Catalogue and Prices
Fig. 1 is a front elevation of an improved carriage reversing device with some parts of the contact devices in vertical section and with dotted lines indicating some parts of the phonograph base. Fig. 2 is a plan view with some parts of the phonograph in dotted lines and with part of the speaker carrying arm of the phonograph in full lines. Fig. 3 is an end elevation of the reversing apparatus with part of the contact apparatus in vertical section and with an end view of the phonograph swiveling for the speaker carrying arm.


This invention relates to reproducing attachments for phonographs of the type wherein a friction wheel is positively driven, and by a frictional connection between said wheel and the diaphragm the latter is put under stress, so that by providing suitable mechanism operated by the reproducing stylus for varying the amount of friction the diaphragm will be thrown into vibration in accordance with the movement of the stylus and thereby reproduce the sounds represented by the sound waves of the phonographic record on which the stylus travels. Apparatus operating upon this general principle is well known in the art, being disclosed in British patents to Hope-Jones, No. 15,245 of 1880, to St. George, No. 3,473 of 1880, and to Alexander N. Pierman, Newark, N. J., Patent No. 828,309.

This invention has for its object the provision of apparatus of this character in which the diaphragm, friction wheel, reproducer stylus and connecting parts are carried by a frame or support which is capable of being inserted and held in the sound box carrier arm of an ordinary phonograph. Reference is hereby made to the accompanying drawings, which shows in sectional elevation one form of device in which this invention may be embodied.

**SOUND BOX WITH COUPLED DIAPHRAGMS FOR DISC TALKING MACHINES.** Laurent Gardy, Perpignan, France. Patent No. 828,309.

This invention has for its object a sound box for disc talking machines in which two vibrating diaphragms arranged opposite each other are directly connected to a single pin-holder placed between them. By such a construction a double reproduction in two distinct horns or an amplified reproduction in one same horn can be obtained, as will be hereinafter explained. The same device can also be used as recorder.

In the use of the apparatus contemplated by the inventor the support enters the bath with the mold and obviously upon the removal thereof its exterior will be coated with congealed material. If this material is allowed to set or harden thereon, it will be difficult to remove the same. It is, however, necessary that this material be removed after each immersion, because otherwise it would increase in thickness with successive immersions and interfere with the molding operation. This invention has for its object the provision of an improved support from which the congealed material may be easily detached or removed.

Reference is hereby made to the accompanying drawing, which shows in sectional elevation one form of device in which this invention may be embodied.

**SOUND BOX WITH COUPLED DIAPHRAGMS FOR DISC TALKING MACHINES.** Laurent Gardy, Perpignan, France. Patent No. 828,309.

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In the annexed drawings, Fig. 1 is a longitudinal section of a form of construction of the sound box with coupled diaphragms. Fig. 2 is a side view of the sound box. Fig. 3 is a longitudinal section of a slightly modified construction, and Fig. 4 shows the device by means of which a single horn can be employed in connection with the sound box with coupled diaphragms.

**TALKERS IN SOUTH AMERICA.**

Of the growing prosperity and importance of the South American countries to the talking machine trade, travelers’ advice and observations on the spot are strongly corroborative. For example, in a 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.

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**Mr. Dealer:**

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

**STANLEY & PEARSSALL,**

541 Fifth Avenue, N. Y.

**WE ARE NOT GIVING AWAY HORNS**

But our Prices will Certainly Interest You.

**THE BETTINI PHONOGRAPH CO., Ltd.,**

156 West 23rd Street, New York.

**EDISON PHONOGRAPH RECORDS AND SUPPLIES**

**VICTOR TALKING MACHINES**

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REVIEW OF TRADE CONDITIONS.

Trade During the Past Month Has Shown Marked Improvement—Unusually Brisk Fall Looked For—Great Demand Abroad for Automatic Machines—Nickelodeons in Great Favor—Talking Machine Men Should Pay More Attention to Automatic Machines as There Is Money to Be Made With Them.

As the result of a general review, the slot machine business during the past month has shown a marked improvement over the past few months, and there is every indication of an early fall rush. Never since its birth has the automatic business been on so firm a basis. Reports show that last year there was an increase of 33.13 per cent. over any previous year, while 1906 up to August 1 has equaled the entire year of 1905. The manufacturers up to the present time have endeavored to stock up during the early summer months—in preparation for the fall demand. Up to the present time however, they have been kept working under high pressure filling back orders, with no opportunity to prepare for the annual rush, which they are now facing empty handed.

An unusual demand prevails abroad for machines of American manufacture, and during the past year they have had practically a monopoly. Japan especially has proven to be a great market for slot-controlled devices of all kinds, and a number of arcades have been opened in Tokio and other large cities in that country. According to reports reaching this office there is a practically virgin field for slot machines throughout Greece. The names of parties who might be interested can be obtained from the Bureau of Manufactures at Washington, D. C.

The Nickel Theaters, or what are commonly called "Nickelodeons," are carrying the country by storm. In every city and on almost every prominent thoroughfare these shows are springing up. Already moving picture machines and films are at a premium, while song slides are in great demand. Arcade managers are fast learning the value of running one in connection with their parlors. At first they were a little dubious, believing no doubt that it would detract from their regular business. However, the fact that all the large establishments have taken them up certainly proves their first stand at fault. Moving pictures always did and always will hold a strong attraction for both young and old. There are the whole substance of the show, while if you have a good singer, illustrated songs give a desirable contrast and add interest. Through the new rental system now 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. Secure a store as near your place of business as possible, one, say, that will seat 100 to 300. Then during intermissions have your talking machine run there and give rejections from the latest lists of records. The illustrated songs will also be big booms for your record business.

We have often wondered at the backwardness of the talking machine trade in obtaining agencies for different automatic machines. It is true that on some of them the profit to be derived from their sale is small; however that may be, they are but a drop in the ocean. Many of these devices, among which the automatic piano figures conspicuously, offer big inducements. Another line of whose tremendous possibilities this trade seems to be in ignorance is that of the moving picture machines and films. These offer a steady and lucrative investment to those who handle them. Like the talking machine business, the films take the place of the record, and the sale of a machine means a steady customage for the former.

We have regretted in some ways the evident failure of most of the touring car companies to keep things going. This has not been due to the lack of attractive qualities, but to poor management. Did you ever board a train at a terminal on a warm day, sit there jealously watching your neighbor to see if he was suffering as exquisitely from the heat as yourself, glance at your watch after five suffocating minutes, to find you have ten more to endure before you will catch a refreshing breath of cool air as the train lumber out of the station?

Well, so far our amusement managers have succeeded fairly in reproducing these delightful (?) discomforts of the globe trotter. Only in this case the train waits for the passengers, and the only change noticeable in the atmosphere, as at last you start on your travels, is perhaps a raise of twenty degrees in the temperature. Never mind the past, however, that can be forgiven, if the future warrants it. But here again the martyr is likely to be doomed to
disappointment for the films used are too often old, worn-out subjects, cracked and scraped by constant wear, until when at last he is shoved out a side door, he is still wondering whether he has attended a dog fight or a christening.

The touring car in many places has undoubtedly been a big paying investment, and would continue so with proper care. But it is too much to expect of a person to submit himself to so veritable a sweatbox more than once under the circumstances, especially since he is paying for the privilege.

THE PICTURE-PHONE A WINNER.
Has Made a Tremendous Hit With Talking Machine Men—The Disk-o-Phone Is Another Favorite With a Big Future.

The picture phone which has but recently been placed on the market by Louis P. Valiquet has met with what is perhaps the greatest success accorded any machine of like character in years. Experts in this line have pronounced it the greatest hit in the amusement field. However worthy this machine may be of praise, we must devote some of our attention to a new product of Mr. Valiquet's fertile brain.

Knowing the enormous demand for a slot-controlled talking machine, which could be used both with ear tubes for arcades and an amplifying horn when used in hotels, cafes and other public places, Mr. Valiquet designed and perfected the machine, which he has aptly called, "The Disc-o-Phone." This instrument is simplicity itself in construction, insuring against balking, breakaways and other disturbing and costly weaknesses and reduces to a minimum the cost of maintenance and operation; motors built on the principle of Mr. Valiquet's patent produces a volume of sound much greater, clearer and more distinct than any machine of similar character. It can be diminished or increased at will by a single turn of a simple and perfect sound modifier attached to the ear tube connection.

The quality of the reproduction is a pure, round, natural musical tone, which the trade has long been looking for. Victor or Zonophone 10-inch records can be used on this machine. The disk-o-phone can be made to operate for any coin desired.

Talking machine dealers can derive a large profit by handling either the picture-phone or disk-o-phone; they will prove great sellers among arcades, cafes or other men who have stores or public places, and we firmly believe it would be a wise move for every talking machine man to look into this matter further.

VICTOR NOVELTY WORKS

Have Just Put a Clever Coin-Controlled Talking Machine on the Market Which Is Destined to Command Trade Attention.

A new coin-controlled talking machine embracing some new and desirable features has just been put on the market by the Victor Novelty Works, 79-81 So. Jefferson street, Chicago, and is illustrated elsewhere in this issue.

The cabinet is a handsome one of quarter-sawn oak. The inside of the upper part of the cabinet has a mirror, and there are bereed French plate glass panels in front, giving a full view of the operating mechanism, including the unique revolving magazine. This magazine has twenty-five black enameled wood holders, each accommodating a cylinder record. The patent on the machine thus has a choice of twenty-five selections. He drops his nickel in the slot and sets the selector on the metal dial, on the side of the machine, at the number he wishes to hear. The record previously played is at once automatically shifted back to its place in the magazine, the latter revolves, and the record desired is shifted onto the mandrel and the selection issues forth from the large horn at the top of the cabinet in the distinct and voluminous tones of the Columbia Twentieth Century Graphophone with which the machine is equipped. The volume of tone can be diminished or increased with an up-to-date tone regulator. The man who wants to "work" the machine will find that all steel and iron slugs will be rejected and deposited in a separate receptacle from that provided for the nickels. This is accomplished by means of a magnet. Any cylinder record can be used in the machine, including the new Columbia 6-inch B. C.

ORDERS STEADILY COMING IN.
Since the appearance of their ad. in last month's issue of The Talking Machine World the New York Vitak Co. have been literally overwhelmed with orders, inquiries, etc. But they have wisely taken the stand of dealing exclusively through jobbers, sending one outfit to each dealer as a sample. They have so arranged their prices that a liberal profit is allowed each.

We can easily understand the general belief that this machine must be a toy on account of the low price it is sold at, but if one saw it without knowing its cost it would certainly be estimated at $15 to $25. The most attractive feature about handling this line is the steady and profitable business that can easily be built up on the film end of it. These films are of various lengths, and retail at 10 cents per foot. The short ones, 10 to 20 feet, are what are called endless; that is, the ends are joined and the pictures can be run for any desired length of time. Talking machine men should be interested in this proposition on account of its close relation to their own business.
TO MAKE AUTOMATIC MACHINES.

New Company to Make and Operate Them Files Articles.

(Special to The Talking Machine World.)


The B. & N. Automatic Co. have filed articles of incorporation in the County Clerk's office. The concern will manufacture and operate automatic machines and devices for weighing and vending and the production of music. The capital stock is given at $10,000, which is divided into 1,000 shares of the par value of $10 each. Of this amount $5,000 has been paid in cash. The stockholders are H. G. Bedford, L. J. Bedford and Charles D. McDonald, all of Grand Rapids.

NEW IMPROVED MUTOSCOPE.

This Big Money Maker Is Proving a Great Favorite With the Trade—Possesses Many Features of Interest That Command It.

The American Mutoscope & Biograph Co., of this city, are to be congratulated on the new improved model E mutoscope. These money-making machines have from the first been recognized by arcade men as a most necessary part of their equipment; in fact, no parlor in the world is considered complete without a goodly supply of them. But unlike some, this company were not content to rest on past laurels, but strive to make a machine which in every way would be the acme of perfection. The type E mutoscope is the realization of this effort. The new iron cabinet finished in silver aluminum is so constructed that not the slightest possible element of danger enters into its operation. Any child can operate it.

NEW YORK DAILY Advertiser.

Talking Machine men can make money by handling "The Vitak," not to speak of a steady trade in films, which can be built up as easily as the record business.

"The Vitak" Moving Picture Machine

This machine is constructed for Home use. It throws a moving picture from a photographic film. Can also be used as a Stereopticon. It is so constructed that not the slightest possible element of danger enters into its operation. Any child can operate it.

"The Vitak" Has Proven An Instantaneous Success

Since the appearance of our wonderful offer in the August issue we have been overwhelmed with orders for sample outfits. To Dealers sending us $4.00 with order for sample Vitak Moving Picture Machine and Stereopticon, we will send one 10 foot Film gratis.
USES FOR MOVING PICTURES.

Uncle Sam Writes History with Them—Also "Ads."—Epileptic Fits Photographed for the Use of Medical Students—Uses Found by Big Corporations for Moving Pictures—Films That Cost Thousands of Dollars.

The United States Government is trying to get recruits for the army and navy by exhibiting in interior towns and cities moving picture representations of the daily life of the sailor and soldier. As far back as 1889 moving pictures were used to record an eclipse in South America. Another Government use of moving pictures is to make records of the daily life of many tribes of Indians which are rapidly becoming extinct.

The same thing has been done with some of the remaining herds of wild animals in the West, which also will soon have disappeared, such as the buffalo, elk, etc.

Dr. Walter G. Chase, of Boston, took a moving picture machine some time ago to the Creek colony of epileptics at Sonyea, N. Y. He remained there for two months watching his chances. He succeeded from time to time in getting many moving pictures showing patients in epileptic fits. The value of these photographs as a means of demonstration to students is very great, for in no other way could an accurate illustration of the various forms of epilepsy be presented at a moment's notice.

Not long ago a man had moving pictures taken of the working of a car seat by side with that of another car seat, which he alleged infringed upon his patent. By means of a thumb book of pictures showing the workings of the two seats he clearly proved his contention to be true in court and won his case.

An odd use of such pictures was found the other day by a rowing coach. His crew had been going through the manual of arms.

Thumbs books with these pictures are made up and furnished to the recruit, who by looking carefully through them can easily trace every minute movement that goes to make up the completed action.

Football coaches use similar means to show new men the best methods of kicking the ball. A crack punter goes through the form of kicking the ball, and every movement is faithfully recorded by the machine, which furnishes the beginner with better insight of the art of kicking than all the coaching in the world.

Nowadays many of the big corporations have moving pictures taken of the workings of the various departments of their plants. Before the subway was open to the public August Belmont had the subway photographed on a trip from the City Hall to 42d street.

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Just what is wanted for Arcades, Cafes, Hotels,
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The Picture-Phone is a distinct revelation in the illustrated song type of slot controlled devices.
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Talking machine using Disk Records and Permanent Needle ever produced.
In both machines One Record and One Needle will reproduce perfectly at least 800 times.
What was formerly considered an impossibility is now a reality; what the trade has waited
years for, hoped for, dreamed of, at last is here. Our machines combine simplicity, accessibility,
automatic precision, minimum cost of maintenance, perfection in results. Direct or alternating
current can be used. By actual demonstration the Picture-phone and Disk-o-phone placed side
by side with other machines have produced 33 1/3 per cent. better results.
Talking machine dealers can make big money by handling our machines.

LIBERAL DISCOUNT TO THE TRADE.
WRITE FOR CATALOGUE AND PARTICULARS.

Valiquet Novelty Company,
50-58 Columbia Street,
Newark, N. J.
from the moment the metal left the forge until of the largest dynamos.

One of the best things of this kind was the reproduction of a scene in the forging room of the Westinghouse Co., which was shown after a banquet of the officials of the concern at the Waldorf-Astoria. The pictures showed the welding of a giant ring of iron used to encircle one of the largest dynamos.

The lights for taking the pictures were so arranged that every single detail stood out with remarkable clearness. One could almost imagine that he was looking at the actual scene. There were half a dozen workmen busily engaged in the hard labor of forging the huge ingots of metal. The pictures showed the welding of a giant ring of iron used to encircle one of the largest dynamos.

As a demonstration it was in every way as clear as if one had been standing in the workroom. One of the striking features of the representation is the fact that at no time during the ten or fifteen minutes necessary to forge this piece of metal did any of the workmen glance in the direction of the picture machine or in any way show that they knew every action was being photographed.

A most complete series of moving pictures were taken to show the operation of the different departments of the New York Life Insurance Co. One of these shows the employees filling out and mailing away three months of the year in reserve. Another illustrates a meeting of the board of directors. This shows President McCullar preceding the directors into the room. He is followed by Alexander K. Orr, George W. Perkins and others.

The costliest negative ever taken by one moving picture concern shows the occupation of Pekin by the foreign soldiers during the Boxer rebellion. A photographer took pictures of the allied troops as they sealed the walls of the city. That film cost $7,000.

Many of the films taken of the Boer and Japanese wars were almost as costly. On one occasion the vessel bearing a film to the United States was not moving fast enough, and the agent of the moving picture company demanded more speed. This was furnished, but as a result the company received an additional bill of $500 for faster running.

Another interesting picture was that taken of President Underwood, of the Erie Railroad. An annual banquet was to be given at the Waldorf-Astoria by the Erie Railroad officials. President Underwood found that other engagements made it impossible for him to attend, so it was suggested that a moving picture be taken of the banquet and exhibited the same night. He consented and was photographed making a five-minute speech. This reproduction was shown on the night of the dinner, and made a great hit. It is said that it was to be the only occasion of the kind when Mr. Underwood ever made a speech.

The greatest picture ever taken was that of the fight between Jeffries and Sharkey at Coney Island in 1898. The film was 37,125 feet long—over seven miles. On this were 195,000 photographs, and the machine ran continuously for 110 minutes.

Some idea of the cost of this film, according to a writer in the Sun, may be had when one learns it is estimated that the total expense per minute of running the machine is $575. Every film is used at the rate of 74 feet a minute, and costs 25 cents for each foot.

Unusually in taking pictures of long duration three machines are used, two in operation and one in reserve. The films come in lengths of 250 feet, and the machines alternate. The size of the photographs on the latter-day moving picture film is 4% by 3% inches. This is used by ordinary work, but when especially fine photographs are to be taken they measure 2% by 2% inches.

SATISFACTORY NICKLIN CUSTOMERS.

The enterprising music house of fireman & Shepard, Clinton, Iowa, ordered a "Nicklin" electric piano, manufactured by the Neola Piano & Player Co. 201-203 East 49th street, New York, and after receiving same sent a letter, copy of which is below:

August 2, 1906.

Neola Piano & Player Co.: Gentlemen—we wired to-day for three "Nicklin" pianos, same as in previous order. We sold the Ncklin shipped us, and will sell a good many more. We want this territory. The piano sold here is giving satisfaction —took in $15 in one day. We want to get the balance of business to be had here. Mail us at once catalogues for the Nicklin and Nicklin music. Ship as soon as possible. These goods are sold —in fact, we have the orders for them. Trusting you will make prompt shipment, we remain, 

BRENNAM'S MUSIC HOUSE. Clinton, Iowa.

Here is one more from Missouri:

Odessa, Mo., July 13, 1906.


Gentlemen,—We are more than pleased with the "Nicklin" you sent us. Had but little trouble in getting it started. Have delivered it, and got the "stubs" in the hands of the body likes it. Think probably we can sell another. We will do our best. Thanking you for the assistance you have given us in this matter, we remain, Yours respectfully.

F. E. REEK.

HOW HE LOVED HER VOICE.

Sweet Young Thing—Yes, Jack had me talk into his phonograph so that he could hear my voice when I was away.

Dear Friend—Possibly he recorded your voice in that matter in order that he might have the satisfaction of stopping it when he got tired listening.

To Talking Machine Dealers

The Music Trade Review is the oldest publication in the music trade industry. It contains more than fifty pages devoted to the piano trade, musical merchandise, 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.

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The "Phono Trader and Recorder" is published exclusively in the interest of the Talking Machine and Allied Trades. It contains from 70 to 80 pages of valuable and interesting matter, comprising all of the records issued monthly by the leading companies, signature descriptions (with drawings) of new inventions, announcements, reviews, etc., and items of news from all quarters relating to the Phono industry. All communications of this kind should be addressed to the Publishers at our office, 10 Werndale Road, at the rates of the "Phono Trader." We shall be glad to supply a specimen copy.

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John Bull's Message to Uncle Sam

GOOD LUCK TO YOU, BOYS!
I want to call your attention to "THE TALKING MACHINE NEWS," which circulates throughout the whole of the British Islands, and goes all over the world besides. Contain all about everything relating to talking machines, and is invaluable to manufacturer, jobber and dealer alike. "The Talking Machine News" is published on the 1st and 15th of each month during January, February, March, October, November and December, and on the first of each month during April, May, June, July, August. 50c per subscription, one dollar and ten cents. Specimen copy free on request.

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