"Baked-on Enamel"

The

Only

Satisfactory Finish

The Tea Tray Company of Newark, N. J.

Makers of the Most Handsomely Finished and Brilliantly Colored Horns on the market. Colors are absolutely permanent, do not fade or rub off. You can make a fine window display with our goods, as they are not damaged by exposure to light. :: :: ::

AMPLIFYING HORNS AND HORN CRANES.

All horns bearing this trade mark

Are finished in "baked-on" enamel

Entered as second-class matter May 2, 1905, at the post office at New York, N. Y., under the act of Congress of March 3, 1879.
WARNING!

If You Do Not Send Us Your Orders At Once For American Records

To Meet The Large Holiday Demand We Cannot Guarantee Prompt Shipment

It Is The Same Story Every Season—LARGE ORDERS—SMALL STOCK.
Are You Going To Be Caught Again This Year?

AMERICAN RECORD COMPANY
HAWTHORNE, SHEBLE & PRESCOTT
Sales Managers

SPRINGFIELD, MASS.
Mr. Richardson Discusses the Talking Machine and Its Use by Leading People in the Musical and Artistic World in Los Angeles—Makes a Strong Case.

(Special to The Talking Machine World.)

Los Angeles, Cal., September 3, 1906.

One of the unique features of the musical year in this city has been the "arrival" of the talking machine as an artistic instrument. Music lovers scoffed, teachers ignored utterly, celebrated personalities smiled indulgently—a year or two ago. Yet, when the celebrated personages, for superb encomiums, descended and held actual converse with the humble talking boxes, the music listened to and the pedagogues were finally forced into line.

Two or three reputable firms, working industriously to improve the marvelous but squeaky original models, have in large part overcome many of their defects, and have accumulated colossal record libraries of great music, from every country in the world, by the world's greatest vocalists and instrumentalists, and by several of the world's orchestras and bands.

W. H. Richardson, of the Southern California Music Co., has made a specialty of phonographic art work during several years, and has seen the instrument rise from the humble station of mere toy to a position of interpretative eminence.

In a chat with a Times man he held an interesting story of its progress: "Only a year ago," said he, "one never saw real musicians in a talking machine shop. We had records for the inartistic element among the populace, and lots of things for the children, but the art work was not done. And the great deal of it was the fault of the talking machines themselves. They squeaked dreadfully, and when they did go in for serious music, it was generally by cheap performers, and was an awful bore.

"Consequently, when the revolution came, it took months and months to convince the people or to get them to spend money. And when they finally had the courage to begin, 'Can any good come out of a talking machine?' was the motto of most of them, and soon songs and cheap vaudeville trash continued in volume, while the few good records that were appearing were quickly accumulated dust upon the shelves. The companies that persisted in making good records, all the while improving their machines, are the only ones that survive to-day, or at least, are the only ones who manufacture and sell on a large scale.

"Probably no city has a larger record loving public than Los Angeles. Thousands of dollars are spent every month here for new music, and the bulk of the trade has turned, in the past twelve months, toward the finest records.

"I know several men here who have the voices of several of the world's greatest vocalists. I have heard the voices of the masters in the very room where I was speaking, and at least two or three prominent instructors in this city who have coached to good advantage from genuine-made records."

The use of the talking machine has been exhibited by talking machine agents here in procuring some of their novelties. Among the newest records are musical transcriptions by the choir of the St. Antuan Catholic Church and the Court Orchestra of St. Petersburg, the National Band of Mexico, the Garde Republicaine band of France, and the complete chorus and orchestra of the Metropolitan Opera House.

BARTLETT CO.'S HANDSOME SHOWROOMS.

The Bartlett Music Co., Los Angeles, Cal., have recently fitted up their talking machine department with six separate salesrooms, divided by heavy plate glass partitions and directly connected by a passageway. By this system it is possible for two salesmen or even one to handle five or six different customers, as an assortment of records placed in each room enables the various machines to be readily tested in a way to ensure sales.

AMBITION AND QUALITY WIN.

Impossible to Win Out Without Ambition—Aim to be a Leader—To Handle the Goods That Will Bring the Best Trade.

You will never succeed without ambition. The man who is content just to take things as they come will be a 'heaver of wood and a drawer of water.'

Make up your mind to be the first man in the trade where you live. Aim to do better business, more of it and at a better price than any of your competitors, and when your contract called them to the western states, you will find the top of the ladder. You have to hustle in this age if you mean to get on. Hustling never means stopping.

There are people who think that if they wriggle through somehow they are doing all right. The palm is awarded to the man who is diligent and persevering. Don't be afraid to ask for a good price for your goods. The world is in a hurry and always ready for quality. Don't forget that when you are buying. Give your customers the right goods, do business in a straightforward way, and they will return again with a pleased smile when wanting anything in your line.

MESSAGE FROM CANAL ZONE.

By Means of Talking Machine Record—Conditions Not as Bad as Painted.

A Buffalo lady, Mrs. Caroline Cook, recently received from her son, Charles B. Cook, located in the Panama Canal Zone, at Culebra, an extended message on a talking machine record. The pleasure the mother derived from hearing the actual voice of her son in such a distant place can well be imagined, and the experiment opens a new and broad field of talking machine usefulness.

In regard to general conditions on the Isthmus, Mr. Cook spoke in part as follows: "The climate and conditions of the Canal Zone have been greatly misrepresented. The dry season is merely six months of Buffalo's July and August, and the wet season about six months of April and May. There is considerable malaria at this time. I have so far escaped sickness in any form, and see no reason why I should not continue in good health. At the present time I see no reason why any one should not be able to make this a permanent home. It is always sunny, and when the improvements, sidewalks and roads are completed, Culebra will be as fine a place to live in as in any in the world."

KNOWLEDGE OF LANGUAGES.

Can Easily Be Placed in the Possession of Americans if They Take Brian Dunne's Advice—Some Pertinent Pointers.

"This is the day of reforms, and one of the most needed in this country, in my opinion, is the establishment of some form of the Foreign Language Commission which shall examine Americans as to their knowledge of languages before they go abroad. This may savor of Imperialism, but the National Frize would have Uncle Sam respected through other means than the 'Big Stick.'"

Such was the declaration of Brian Dunne, formerly a European newspaper correspondent, and now touring the world, propagating the study of language through the use of the talking machine where native teachers are difficult or expensive to secure. "I well remember," he continued, "ten years ago I myself traveled to Europe to learn modern languages, finding it too expensive and difficult in this country. But the wonderful improvements in the talking machine in recent years and the efforts of language experts have now made it as easy to learn to speak French, German or Spanish as it is to speak English.

"The talking machine talks these languages into our ears, and all we have to do is to listen. And what is more, you can have as much or as little as you like, and with about as much effort as it requires a forefather to learn English while walking around one of the cities. Any one can find time, because the talking machine can be used in one's bedroom and while one is undressing or taking a bath, you can devote a few minutes a day and you will soon be able to speak phrases that will amuse, instruct and benefit you."

"Charles V. of Spain used to say, 'As many languages a man knows, so many times is he a man.' Acquiring a foreign tongue is indeed acquiring a new soul, and what greater development can one desire?"

HISTORIEN'S NEWEST WRINKLE.

Receive Instructions on New "Turns" Through the Talking Machine.

A team of vaudeville artists at present doing a sketch in the lighter vein on one of the leading circuits, contemplate giving straight comedy work when their present booking expires in January, and go in for a dramatic act. They recently had a difficult one curt to write for them, and were rehearsing their parts under a well-known stage director in New York when their contract called them to the western part of the circuit for several consecutive weeks. In order to perfect themselves in the dramatic dialogue along the lines laid down by their instructor, they had him speak the parts with proprieties and connections, and carry the records with them in order that they may have his guidance while out of town. The experiment will be watched by performers who, when their contract closed, will be hearing a new act on the road, met with dismal failure at the first performance on the Great White Way.

ARRANGES FOR HIS FINAL BENEDICTON.

According to a Missouri paper, Rev. Daniel Bassett Leach, of Bone Gap, Ill., who for seventy years has been noted for the extreme length of his prayers, delivered as though through a megaphone, has recently dictated into a talking machine his favorite benediction, with the request that it be reproduced as a fitting ending to his funeral service when his demise occurs. It will be noted the story comes from Missouri, where they "have to be shown." W. D. ANDREWS OPENS IN BUFFALO.

The latest addition to the talking machine jobbers in Buffalo, N. Y., is W. D. Andrews, who has recently fitted up a store about a block west of Main Street, with his brother, C. N. Andrews, as manager. W. D. Andrews conducts a successful talking machine business in Syracuse, N. Y., handling Edison and Columbia goods, and is well known to the trade throughout New York state.

In addition to the talking machine business, the company is said to have 150 branch stores in all parts of the world, and is already doing business in Canada, Mexico, and South America, and is planning to extend their operations into South America and the West Indies within the year.
WE manufacture a complete line of Horn Cranes, so as to place our attractive styles within the reach of all intending purchasers.

All our cranes are strongly made and handsomely finished.

No. 4 Horn Crane . . . . List Price $1.25
No. 5 “ “ . . . . “  “ 2.50
No. 6 “ “ . . . . “  “ 1.50
No. 7 “ “ . . . . “  “ 3.00

Prices on H. & S. Horn Cranes are established, both dealer and jobber make money in handling and secure satisfied customers.

NOTE.—Our patents on Horn Cranes, covering features at present embodied in our product as well as many other designs, have all been allowed. Our attention has been called to several Cranes at present on the market, which are directly infringing our claims. We propose shortly taking legal action against such parties as are at present infringing our rights either in manufacturing or handling an infringing horn crane, and hold them strictly accountable.

HAWTHORNE & SHEBLE MFG. CO.
PHILADELPHIA, PA.
In all the village of Fairview there was no man quite so shy as Jonas Brown. As a child he became speechless with confusion when any one noticed him; he stumbled and staggered his way through the gawky age; and when he arrived at young manhood, although he was popular among his own sex, the sight of a girl's face would throw him into an agony of self-consciousness, says the Youth's Companion. He usually took to the other side of the road when he saw a young woman approaching. Everyone wondered what would happen should Jonas fall in love. At length the day came.

Arabella Hawkins was an attractive girl from a neighboring town, as pretty as she was talkative, and Jonas, who first saw her at church, was captivated by her charms. A few days later he astonished all the young men who frequented the place when he approached her on the porch in the evening, the words he wanted to say seemed to stick in his throat.

"Could you—could you—" he stammered on during one of these occasions.

"Could I what?" she queried.

"Could you—could you—go driving with me to-morrow?"

It was not at all what he had meant to say; but he vaguely felt that perhaps in a buggy it would not be so awkward. He lingered at the porch a few moments, then rose to go.

"Will you-will you—" he began.

"Will I what?" encouraged Arabella again, very sweetly and patiently.

"Will you—Jonas seemed to smother—will you—take a walk with me to-morrow?"

"Certainly," said Arabella.

"I love you," the voice in the dark said rapidly.

"Yes, I will," said Arabella, and a few moments later Jonas trudged home with his phonograph under his arm.

"I've always heard it was a grand thing, and now I'm sure of it," he muttered.

"TALKER" ADVERTISES SOUSA.

H. C. Faber, the well known Talking Machine Dealer of Colfax, W. Va., has something to say regarding Sousa's recent contribution.


Editor The Talking Machine World:

Dear Sir—The World reaches me in due course each month, and must say I do not see how any progressive and up-to-date man can do without it. Sousa should not take the stand that he has taken, for it was a splendid idea as much if he wins as it will if he leaves good enough alone. For instance, his name and fame are generally known through the country and the large cities especially; but what of the rural or hayseed? This latter creation buys him a "talker" of some kind, and plays to his heart's content. He hears some of Sousa's pieces and then when the March King comes within one or two hundred miles of his lonely mountain home this very hayseed will put on his store suit and dig down into his pants for the fare and go to hear the famous bandmaster, whom he would never have heard of if not for the "talker." I may say that the "talking machine proper" has given more publicity and honor to the Honorable Sousa than have all his Sunday concerts. If he fights this business he will also lose the audiences that he can now get by a simple flourish of that trumpet of his. Wishing The World success, I beg to remain, very truly yours,

H. C. FABER.

GREAT ACTIVITY IN DENVER.

The demand for talking machines in Denver, Colo., has reached a point where it is almost impossible for dealers to meet the demand, the Denver Music Co. having to telegraph rush orders to their jobbers in order to supply wants of customers. The Knight-Campbell Co. are also short of stock, and can't catch up, owing to heavy business, while the Hext Music Co., Edison agents, have enjoyed an unprecedented trade during the last two months.

SENTENCED TO THREE MONTHS IN JAIL.

J. A. Bates, who conducts a talking machine store on West Main street, Middletown, N. Y., had a man named Palmer recently arrested for selling a talking machine and records worth $20 which he had purchased on the instalment plan. The Recorder, before whom Palmer was brought, had little sympathy with the prisoner's plea that he sold the instrument while drunk, and sentenced him to three months' imprisonment. This kind of punishment will prevent others from disposing of property which does not belong to them. Mr. Bates is to be commended for following this matter up.

THE COUNTRY IN THE AUTUMN.

A Fertile Field for the Progressive Talking Machine Salesman.

The rural districts are fraught with promise to the talking machine dealer, and the country isolated the district the greater the promise.

At this season of the year, when the days are shortening rapidly and the long winter evenings are almost upon us, it will pay the "talker" man to send his salesman laden with a complete line of samples out into the country, away from the conveniences and accommodations of city life, and there he will find many prosperous farm houses a warm welcome for himself and a ready sale for his goods. Wherever the enjoyments of the great metropolises are heard only through the medium of a newspaper, where not even an echo of city life penetrates, there will be found a happy hunting ground for the talking machine salesman.

The Country is the Autumn: Mr. Hearst's campaign committee intend utilizing talking machines in the present Gubernatorial battle.
PRACTICAL SUGGESTIONS AND COMMENTS.

F. M. BARNEY'S IMPROVEMENTS.

F. M. Barney, the well-known talking machine dealer of Elmhurst, III., writes the following: "Considerable has been said about correct position of the jewel on an Edison machine. Perhaps some of your readers will be pleased to learn of my method and results. I have found the lighter the parts the quicker they recover, and the jewel is held in closer contact with the record, thereby doing away with tendency to blast. This results in purer tones. I have also been enabled to lengthen the long part of arm slightly, which causes increased amplification. I bored a hole in the hanger weight a year ago I bored a hole in the hanger weight and cemented thereto a small camel's hair brush such as is generally used by artists in painting. About one inch in diameter it gathers lint and dust, and requires little attention, and my jewel rarely ever clogs up. I recommend this arrangement as giving the best results ever obtained.

NOVEL USE OF VICTOR MACHINE.

Mr. Barney, who is a prominent jeweler as well as talking machine man, writes further: "I desire to call your attention to a novel method of using the Victor or disc machine. Am a jeweler, official who has been instructed by the American Steel Band Concert Company to record their songs. They have a small drop from this to fall on the bearing. The bearing next to the friction device needs to be oiled but once in a great while, and then but sparingly. The best way to do it is to dip a toothpick into oil and then permit a small drop from this to fall on the bearing. PIANO SOLO RECORDS ARE LISTED."

Mr. Hunt says further, and we thank him for the information: "Our July 4th celebration is pronounced by all who have heard it as being the most successful ever held. It ended with the jewels rare ever clogs up. I have found that the parts that do not weigh over two-fifths the amount of the common arm, and is as rigid. I have noticed that the parts that do not weigh over two-fifths the amount of the common arm, and is as rigid. I have noticed that the parts that do not weigh over two-fifths the amount of the common arm.

HOW THE NEEDLE WEARS.

A study of the point of a needle under the microscope after it has played a record shows that it is subject to far more wear than most people imagine, and a little thought will make one change the needle every time. A talking machine enthusiast, who has spent considerable time in studying out the matter, has drawn several illustrations of the various styles of needles after use on a ten-inch disc. No. 1 is a "Perfection" needle, and No. 2 is the ordinary Victor needle, showing the point planed off. No. 3 is a soft tone needle of the Columbia variety, which wears in a point and foreshadows the future. These needles were used but once, and then on a new record.

TALKING MACHINE FOR CHURCHES.

John T. Timmons suggests a specially made talking machine to be used in churches with a select number of records made for that purpose, and added: "It has become fashionable to have fine church choirs, and through the medium of the talking machine music of all classes and religious songs can be placed upon the records as solos, and these with the church choir or even without will produce very satisfactory results. The records can be made from the very best voices in the country, and these can be heard in almost every church in the land on Sunday. It will be chaste and just as satisfying to the Lord. It will do away with choir practice, jealousy among singers, church rows and those who worship not will sit and watch the pretty girls in the choir to hear them singing in with their own voices to swell the sacred song."

TESTING RECORDS IN EGYPT.

An Englishman, who has just returned from the Far East recently chatted with the representative of the London Daily Dispatch regarding the growing importance of talking machines and records into that country, and the impression which they made. This official described a scene in which two officially attired Saisy sat upon a dais, smoked their hookahs, and examined roll by roll, and bale by bale, the large importation of records which had that day arrived by steamer from England. A huge phonograph, before them, men and women listened intently. If the melody sounded agreeable to the ears of the Faithful as they sipped their coffee, the record was shot dexterously under the dais; if, however, or one of the other exclaimed: "By Allah! the all powerful,-that is a tune for the dogs." It was promptly labeled "passed," and duly formed part of the consignment for the in

THE POOR FART OLD GOAT NOW GOES.

A new use for the talking machine has been discovered by a prominent secret society. At the initiation ceremonies, where it was desired to frighten the bluffed candidate, members used to imitate the goat's voice. The old goat was then put on in the machine and the people thought up a phonograph. The voice of a goat belonging to one of the members was recorded in all its stages, from savage to plaintive, and the record turned loose on the next candidate. Results far exceeding the fondest hopes of the originator of the scheme.
Develop the business for Victor goods that lies in your vicinity. There are plenty of dollars within your reach if you only make an effort to get them.

We drum up trade for you among the 49,000,000 magazine readers to whom our advertising goes every month, but it is for you to develop this trade up to the buying point.

One of the best helps toward this end is for you to advertise Victor Talking Machines and Records in your local newspapers. Besides this you can use window displays, circulars and other means to make known to your community the fact that you sell the Victor. These methods enable you to get the greatest benefit from our advertising and lay the foundation for a larger and more profitable business for you.

Many dealers are already doing these very things and making it pay, and you can safely follow in the same direction.

Victor Talking Machine Company
Camden, N. J.

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

Full information and prices can be obtained of any of the Victor Distributors as follows:
THE QUAKER CITY NEWS BUDGET.

Complaints as to Difficulty in Getting Machines and Records So Active is the Business Demand This Fall—What a Visit to the Victor Factory Reveals—More Buildings Being Erected—Talking Machines Aid Anti-Race Suicide Ideas—The Leschbrandt Manufacturing Co. Incorporation—What Leading Talking Machine Men in Both Retail and Wholesale Lines Are Doing Is Interestingly Recorded by The
(Special to The Talking Machine World.)


Little or no complaint is heard as to business conditions in local talking machine circles.ailers, jobbers and retailers almost unanimously say they are "very busy," and that the outlook for fall and winter business is of the best. While less complaint is heard as to difficulty in getting machines and records, the fact remains that jobbers would be pleased to get in a lot more goods they could readily sell; but meanwhile they are losing no time in marketing large and well selected stocks in hand and business is "all to the good.

Without going into minute details it can be said that jobbing houses, like the Wells Phonograph Co., Lewis Talking Machine Co., Penn Phonograph Co., Western Talking Machine Co., Musical Echo Co., Columbia Phonograph Co., General, the Kees Co., etc., are most satisfactorily busy, trade being reported far ahead of the same period a year ago. Retail dealers on North Eighth street and other thoroughfares are doing a good business, especially in new records and supplies.

With their additional factory facilities, the Hawthorne & Sheble Co., horns, sounding boxes, supplies, etc., are better prepared than ever to fill orders "on time." Both plants of the company are busy, and Manager Sheble and assistants have about all they can handle in the way of orders, etc.

A visit to the Victor Talking Machine factory, Camden, N. J., showed that that plant, as usual, is very busy. Jobs of all kinds, have more orders in than we can hope to fill within a year. As it is now, we can't begin to make shipments of them because of piled-up orders for other machines and records. We are doing the very best we can, let me add, to get out records and machines—doing every thing we can for our patrons."

A recent court injunction, it should be here stated, prohibits the Victor Co. from operating its power plant after 10 o'clock p.m. Nearby people complained of the jarring, etc. But up to 10 p.m., and from 7 a.m. the factory is going "lickety-split," and as new buildings, already fig- ured on, are erected, doubtless the company's output will be increased.

Elbridge Johnson, president of the company, has not, at present writing, returned from abroad, but will do so sometime in October. The company has made extensive improvements along Cooper street in the way of cen- ment sidewalks, driveway, etc.

One of the two large new buildings to be erected by the Victor Co. will be used for office and laboratory purposes. This building will be erected on the corner opposite the present main building at Front and Cooper streets, and will be a four-story structure, of reinforced concrete, finished with brick and stone. Building plans are by A. C. Middleton, the versatile secretary of the company. Construction work on the addition to the packing, etc., warehouse, two blocks north of the main plant along steadly. It will be a four-story, reinforced concrete structure, with brick and stone facing.

An attractive sign, 30 by 40 feet in size, was erected the past month on top of the east tower of the main building of the Victor plant. It is an "electrical sign," and the familiar figures, "His Master's Voice," dog and machine, form an important part of it. "Victor Factory" stands out boldly, and the entire sign, illuminated at night, can be seen for miles. It faces the Delaware River and Philadelphia, and is attracting attention from people on ferry and other boats as well as countless others. The sign makes a weighty "advertising card," and is another ex- ample of the Victor Co.'s pushitiveness.

"According to my way of thinking," said a Ninth street retailer, "talking machines are aiding President Roosevelt's anti-race suicide ideas very much. Given a nice parlor, a maid and a prince and a "talker" reeling off one of the good old-time love songs or ballads and it is dollars to doughnuts Dan Cupid will soon arrive on the scene. I'm single myself, and I'm dished if the combination of a pretty damsel and a love song-playing talker doesn't take my fancy."

Einar Leschbrandt, Jules E. Aromon and Samuel W. Woolford, Jr., have organized the Leschbrandt Manufacturing Co., and will duly incorporate it. The object of the company is to manufacture, deal in and operate talking ma- chines. Beyond the facts given your correspond- ent can learn little more of the company, but it is understood they will have a manufacturing plant of their own.

Jonas Shaw, East Camden, N. J., retailer of Edison and Zonophone goods, "plays" the latest records as they come out to friends and visitors, and then "winks the other eye" as they call "for their favorite" and hand over the money. Mr. Shaw uses clever local advertisements in local papers to boom sales—and with success.

The handsomely dressed show windows of the Columbia Phonograph Co., 200 Broadway, Cam- den, N. J., reflect credit on Manager C. E. Ga- Gabriel. The windows are of practical utility, for they attract business and operate the attention of countless passersby, any of whom may be induced by the display, and music, to become

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."

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. Voice sounds more distinct and instru- ments 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
good customers. Business has been and is very good at the Columbia’s Camden branch. A heavy stock of records is well disposed of, as well as a large stock of phonographs and magnetic discs. The exchanges at Hamilton and Chestnut streets are always open, and Camden people get as good for their money as anywhere.

Talking machines are to be found at the usual suburban stores of the Hoffman Cycle Co., 887-839 Arch street. This company carries a good stock of all makes of machines and records, and vigorously pushes sales by advertising and other ways. They are doing an increasing business, and with others anticipate big fall trade. They sell talkers for cash or on the “$1-down-and-$1-a-week” basis, a plan, by the way, which seems to grow very favorably. The new quarters of the Musical Echo Co., at 1217 Chestnut street, are in the building occupied by the Philadelphia Public Library. The shore patrons have their wants well looked after by the Hoffman Cycle Co., 1731 Columbia avenue. It is “catching” the best fashionable patrons. The Automatic Graphophone Co., and sales follow as a matter of course.

Mr. Lewis promptly furnished needles for applicants that applied for music and seem bound to have it. The trade outlook was most promising. The new quarters of the Musical Echo Co., at 1217 Chestnut street, the “boss” was too busy with business, and is again happy. Sister says she nagged the records because brother worked the talker overtime.

Manager Schoel, of the phonograph and moving picture parlor, at 505 North 11th street, offers it for sale—“on account of a disagreement”—be states.

After an extended traveling trip in the political interests of William R. Hearst, J. A. Smith, jobber and dealer of talking machines, Camden, N. J., is handled up and given the attention of the business. Mr. Smith is an energetic type of business man; uses printer’s ink with discretion, and is enjoying good trade with a large number of talking machine patrons.

The talking machine concert given by the company are a distinct and very popular feature. It is learned that most of the retail talking machine dealers up-town, downtown and in the suburbs are “getting along very well.”

Mr. Frank Neide, 1407 North Ninth street, the “boss” was too busy with business, and is again happy. Sister says she nagged the records because brother worked the talker overtime.

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Odd thing happened to-day, said a Ninth street retailer. “I was testing a new talking machine just in, and, as chances would have it, had a ‘Silver Threads Among the Gold’ disc on. An old lady passing by stopped, listened, came in and heard the tune out, and then asked me to repeat it. Of course, I did so, and she up and bought the machine and record. She said her husband, long since dead, used to sing the song to her years ago. She bought the outfit for sentimental reasons, I suppose, but the incident led me to believe that if you have the right tune on a talker at the right time and the right person hears the tune, you’ll make a sale. What bothers me, is how to corner such a combination.”

F. R. Bayley, who opened a retail store at 5004 Baltimore avenue last month, has already secured a flattering amount of trade, and is assured of business success. He is in a new and rapidly growing business, and carries a good-sized stock of general talking machine goods.

While fire did some damage to the warehousing of the Keen Co., Eighth and Cherry streets, the point, it did not materially interfere with trade. Business is reported much better, and Mr. Keen and his assistants are putting out a large number of good machine and record orders.

"August Records for Sale." This in October! It conveys its own metal, this incident.

Kennedy officers from the battleship Washington, lying at League Island, visited the P. A. North Co.’s warehousing, 1308 Chestnut street, early in October, and bought a Lester concealed player piano. They already have a Lester piano and phonographs and records aboard a battleship.

At least two of the large piano houses—Bel-1aka’s and Heppes—are selling talking machines, having regular departments for these products, and both firms are getting their share of business. Many of the smaller music and instrument dealers are pushing machines and records, and are putting business in records and supplies. "Straws show where the wind blows." Is the day of the clothing store to sell "barker" near an end? A side street dealer here in hand-me-downs has been experimenting with a talking machine, and is using it as a sidewalk "barker" to attract passersby inside. He figures that a man "barker" costs him $2 per, whereas a "banned barker’s" expense would be merely nominal.

All he gets outside the "barker" is a mechanical "puller." Unanimous regret is expressed by the trade at the death of C. J. Hepple, president of the Philadelphia Glass Co. Who died suddenly of heart failure. October 4.

WODIN SUCCEEDS PITOT IN NEW HAVEN.

C. J. Woodin has succeeded George Pitot as manager of the tapping machine department of the M. Steinert & Sons Co.’s establishment in New Haven, Conn. He has also charge of their branches in New London, Meriden and Danbury.

In a recent chat he said: "I look forward to an exceptionally large fall and winter trade here. Our new Victor parlors (we handle the Victor goods only) are being remodeled, and when finished will be the finest in this section of the State."

ROUSE BUYS O. G. HAYS.

The talking machine department of E. G. Hays & Co., Pittsburg, Pa., has been purchased by J. C. Roush, who conducts it under the name of the Standard Talking Machine Co. Victor Edison and Columbia lines are handled.

New England Dealers

will be interested to know that we have for six weeks past been preparing to supply their wants promptly when the Fall and Winter rush is on.

We had on hand by October 1st a surplus stock of over twenty-five hundred Edison and Victor machines and over two thousand Edison and Victor records. This surplus with the deliveries the factories will make us during the rush season will enable us to give dealers’ orders the same attention as we would ordinarily during the Summer.

Prompt and Full Shipments on order day is received.

Send for our new list of “Live Ones” of the Edison Record List.

If you are not already handling the M. G. Company's "Live Ones," please send for descriptive circulars and prices.

NEW ENGLAND DISTRIBUTING HEADQUARTERS
THE EASTERN TALKING MACHINE CO.
177 Tremont street, Boston, Mass.

Distributors of EDISON and VICTOR MACHINES, RECORDS and ALL SUPPLIES.
Eastern agent for HERZOG DISC and CYLINDER RECORD CABINETS.
WHAT THE CLEVELAND TRADE IS DOING.

Dealers and Jobbers Are Most Optimistic Regarding Present and Prospective Conditions—Higher Priced Machines and Better Class of Records in Demand—"Talker" Has Won An Educator—Automatic Piano and Commercial Graphophone Expansion With Leading Establishments—What Talking Machine World Thinks

(Special to The Talking Machine World.)

Cleveland, Oct. 9, 1906.

Talking machine trade at present is splendid. All the dealers are optimistic and making preparations for an unusually heavy fall and winter business. That the business is expanding is noticeable on every hand, in the establishment of new branches and demonstration rooms. It is also noticeable that the higher-priced machines and better class of records are being purchased more generally than heretofore indicating that the masses are being educated in this channel to a correct understanding and appreciation of music. The better class of people recognize the talking machine of to-day as a meritorious musical instrument and educator.

The automatic piano business is getting a strong hold in the Cleveland cafes and restaurants and other places of business, since the high-saloon license has necessitated other sources of revenue, and they are proving attractive and remunerative.

The Fall picture is all doing nicely. The parks have just closed and claim to have done big business in the past season. Dealers complain of their inability to procure from the manufacturers sufficient Victrolas and 20th Century machines for the demand.

The Columbia Phonograph Co. have on exhibition in their window a Columbia machine which passed through the San Francisco fire, in which it was placed and quite novel. It shows the way it illustrates the utter destructiveness of that conflagration and elicits attention and comment.

The Columbia Phonograph Co. report their commercial graphophone department, presided over by H. E. Jones, a decided success. Active trials are being made with a number of business houses around, others the Forest City Plant Co., attorneys Kline, Follett & Goff, Energine Refinings Co., Cleveland Steel Co., Chamber of Commerce, and Stroupe & Hammond Co. "We are finding," said Mr. Jones, "a greater demand for machines than the factory can supply with us. When our stock of new alterations and improved machines are exhausted we confidently look for a very large trade in this special line."

H. B. MacNeil, with the Eclipse Musical Co., is an original genius in talking machine circles. Recently he took an old telephone table and manipulated it into a talking machine, which he calls the Eclipse phone. He has placed the disc on top of the table and the horn underneath, with a record case attached to the upright, which formerly held the telephone. It makes an original and quite novel talking machine, and he has placed it on exhibition in the large show window of the company, making an unusual attraction.

W. J. Roberts, Jr., has just received and placed on exhibition a number of the latest style cabinets, felt and additional charm and coziness to his attractive trade. Business was reported to be picking up in fine shape after the close of the vacation season and the cooler weather last fall. "I am sending in," said Mr. Roberts, "the records discarded in cottages by the National Phonograph Co. and giving my stock a general renewal."

Fred. S. Silverbeck, traveling salesman for the Cincinnati Columbus talking machine store, was in the city a day or two ago. He reported that business was fine throughout the State, and that he had taken orders for quite a number of 20th Century machines.

G. J. Proheek, manager of the Columbia Phonograph Co., returned from his vacation trip to Yellowstone Park last week, sun-burned in an Indian brown and in robust health. He says he has been more like working, than he ever did before in his life and in the very best of shape for the big fall trade coming on. Cleo. S. Bourgeois, assistant manager, said: "Business is certainly better than we expected and the firm is in good shape, and is ready to extend the field."

We have many inquiries for 20th Century machines which have thoroughly gratified themselves in the public favor. We rented a 20th Century graphophone to the Columbia Telephone Co. for use in their exhibit at the county fair, recently held at Chagrin Falls, in this county. We made a series of records for them, detailing what a convenience it was for the rural people to install telephones, and these records were played alternately between band, orchestra and vocal selections, and the people enjoyed them as a 'barker' and proved effective, as the people stayed to listen to the music, which gave the telephone company an opportunity to drive home a few arguments in their favor. The graphophone proved such a success, employed in this capacity, that the telephone people have signified their intention of using the talking machine hereafter in their exhibits throughout the country.

A lady called at one of the talking machine stores the other day and called for some "loud-toned needles." Said she didn't want "soft-toned" ones because it made the records play slower.

Mr. Galley, manager of "The Victor," No. 34 Prospect street, is having a fine trade, and stated that demand was perceptibly increasing since the cooler weather had set in. He reported there were numerous inquiries for machines, and that the October records were selling rapidly. He is in line for a big fall trade.

Business at the store of W. H. Buescher & Son is reported to have been exceptionally fine all summer, continues good and they are looking forward to a large fall and winter trade. The new Victor Victrola," said Mr. Buescher, "is proving a great success. Its sweet, melodious tone charms all who hear it, and is admired by every one. The October records are selling well, as are also the old and oldest records. The company have just completed some improvements, making two demonstrating rooms, and two departments, one for the Victor talking machines and one for the Edison phonographs, making it an ideal establishment.

The "Amuse," a new penny arcade, is being neatly fitted up and nearing completion on Superior street. It is owned by the Columbia Amusement Co. and is intended to reach the transient trade on the public squares.

The May Co., department store, are making preparations to enlarge their establishment by adding a quarter of a million feet to their floor space, giving them a total of fully five hundred thousand feet. An ample portion of this space is devoted to the talking machine department, which at present is located on the fifth floor. In a very neat, attractive demonstrating room. They are distributors for the Victor machines and are doing a large local and out-of-town trade. On November 1 they will put in a large and full line of Columbia goods, in which they do a retail and general jobbing business.

The Columbia Amusement Co. are doing a fine business at their headquarters, 635 Superior avenue.

In the talking machine department Flesheim & Smith report business picking up in good shape since the cooler weather has set in. "The Zono..." (Continued on page 13.)

YOU HAVE WAITED FOR THIS!

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

Here it is attached to the sound box. The sound box turned up and the attachment inserted with its flat side opposite the center of the horny, as shown in illustr ation.

Here is the Needle Clamp Attachment separate.

Without this attachment it is impossible to use softer and medium tone needles on the spring clamp needle arm. It is protected by a patent now issued that is being enforced, and is the only marketable needle such patent, and is a great reason for not buying a 'barker' and instead of renting it perpetually.

Price, 25 cents each.

The Soffertone Needle is in proving in popularity every day. The local tone needle, of course, is a necessity to the dealer for selling machines, but it is too often too loud for home use. When a customer inquires about different needles, the softertone needle is the one to recommend. It is greatly preferred by the trade. This needle is made to order by the manufacturer.

Special prices to jobbers and dealers.

It Costs Less. Only Soffertone needle will play its records into the horn, but the "barker" will not, and there is no need of worrying about this needle being rusted. We did not accept this last batch returned by numerous users. You owe it to yourself to make a test of it.

FOR SALE BY LYON & HEALY, CHICAGO.
THE MARVELOUS
SEARCHLIGHT HORN

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

FOR DESCRIPTION SEE OTHER SIDE
"The Horn without a Competitor"

THE SEARCHLIGHT HORN

Is a Revelation to the Lover of Good Music

REPRODUCES THE FULL STRENGTH OF THE RECORD

Sold only through Jobbers Send to your Jobber for Samples

When once you have heard the "SEARCHLIGHT" you will have no other.

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

Distributed by

CONROY PIANO CO., - - - - - - St. Louis, Mo.
DOUGLAS PHONOGRAPH CO., - - - - - - New York
E. F. DROOP & SONS CO., - - - - - - Washington, D. C.
HARGER & BLISH, - - - - - - - - - - Baltimore, Md.
LYON & HEALY, - - - - - - - - - - Dubuque, Iowa
MINNESOTA PHONOGRAPH CO., - - - - - - Chicago
NATIONAL AUTOMATIC FIRE ALARM CO., - - - - - - St. Paul, Minn.
POWERS & HENRY CO., - - - - - - New Orleans, La.
PHILLIPS & CREW CO., - - - - - - Pittsburgh, Pa.
SPOKANE PHONOGRAPH CO. - - - - - - Atlanta, Ga.
TEXAS PHONOGRAPH CO., - - - - - - Spokane, Wash.
WELLS PHONOGRAPH CO., - - - - - - Houston, Tex.
R. S. WILLIAMS & SONS CO., Ltd. - - - - - - Philadelphia, Pa.
RUDOLPH WURLITZER CO., - - - - - - Toronto, Canada
Cincinnati, O.
phone," said Mr. Smith, "is a very popular ma-
chine in Ohio, and our sales are constantly in-
creasing." The October records are having a
splendid sale. Prospects are fine—never looked
better." They are making a fine display of ma-
chines and carry a large stock of records.

The Mario Amusement Co., No. 256 Erie street,
is doing a big business, each exhibition being well at-
tended.

The American Amusement Co., No. 716 Supe-
rior street, claims there's the largest moving picture
show in the State, and the business all
that could be desired. They have three 20th Cen-
tury machines, one each and repeated by elec-
tricity, at the above number, the others used in
exhibits at fairs, etc. Wm. Bullock is moderator of
the company.

Mr. Smith, a wholesale grocer of Cleveland,
is a born general and a strategist. Not long ago
he moved into a flat in a nearby apartment
house on Euclid avenue. The flat has six rooms,
hardwood floors, electric lights, telephone, a
haughty janitor and an all-night elevator service.
The rental is up in the J. D. Rockefeller class.

Mr. Smith waited until the last note of the phonograph
died away and silently left the store.

Antonio Cardina was an Italian. He spoke
good English although he had only been in the
country a short time. J. E. Lightner had just
received some new Edison grand opera records
and was playing a few for an admiring group
when Cardina came in, says the Painesville, O.
Republican.

Enraptured he stood in the background and
said not a word until the Impromptu concert was
finished.

The last selection was by Signor Constantima,
a noted tenor. Cardina listened intently. Soon
the record was finished.

"Please play one piece again," pleased Cardi-
a. Tears were in his eyes, and his voice
wavered like a shutter in the wind.

And no wonder, the music of the Italian tenor
brought back to him dear days
which pleased the Smiths, who are fond of music.

The family with the red dining-room carpet and
windows exactly like the Smith's. They could plainly
hear every word said by their neighbors, and out
of the potpourri of domestic expressions which
flooded the court on evenings the Smiths
learned the knowledge that the fat couple just op-
fined the court, and Constantina, this very

The Smiths found out that record twenty-five or thirty times that evening.

Mr. Smith liked "Dearie" so well that he used that record
way" very nicely.

The walls, ceiling and asphalt floor
made the knowledge that the fat couple just op-
fined the court, and Constantina, this very

The rental is up in the J. D. Rockefeller class.

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THE RIGHT WAY TO
SUCCESS

The absence of "All unnatural tone" is but one of the superior qualities which have made IMPERIAL DISC RECORDS popular and made money for the dealers who handle them. THE VALUE IS IN THE RECORD

IMPORTED IMPERIAL RECORDS

(10 inch Disc)
BLACK LABEL Retail at $1.00 each
RED LABEL Retail at $1.50 each

These records have been made for us in Europe by noted artists, including:
M. NOTE Soprano, WALBERT Tenor, JUAN LURIA Baritone,
AGUSSOL Soprano, DEMOUGEOT, SOPRANO

They have exquisite tone qualities and artistic treatment, reproducing with marvelous accuracy the beautiful voices which have charmed all Europe.

DON'T FAIL TO GET A SET OF THOSE PUBLISHED IN OUR LIST NOW READY.

LEEDS & CATLIN CO., NEW YORK
AN INSTRUCTIVE INTERVIEW.

A Talking Machine Jobber Tells The World
Representative A Few Things Which Show
How the Talking Machine Stands.

I called on a large talking machine jobber the other day in the interests of The World, and after the usual pleasantries had been indulged in, I asked him if he had anything of an original character to offer my paper in the way of talking machine news.

He smoked a few moments in silence; then turning to me with a smile that spoke of some-
An Unusual Opportunity
For a Small Investment

The Cleveland Plain Dealer—"A thoroughly practical piece of office equipment, for which the demand has already outrun the supply."

The Pittsburgh Gazette—"Promises to make as many fortunes as were made by the Mergenthaler typesetting machine."

Had you invested only $10 in Bell Telephone stock a few years ago you could sell your interests to-day for more than $76,000. Such opportunities for fortune-making investments occur only once or twice in a lifetime, when some great practical discovery is made which like the telephone, is susceptible of a "basic patent," because it embodies entirely new principles of applied science. And when such a discovery is made, because men realize that the practical usefulness of the TELEGRAPHONE will quickly make it a coveted thing and because it is a discovery susceptible of a "basic patent," you may secure a few shares of a limited issue of treasury stock, which is about to be made.

For your information, we refer you to the following statements:

Buffalo Times—"The one weakness of the telephone as a means of communication—that it keeps no record—has been eliminated."

Washington Post—"There is no scratching sound, the words coming from the machine as clearly as from a human throat."

The TELEGRAPHONE has a broader field and a greater future than the telephone, the graphophone, the typewriter, or the phonograph, because:

It renders a telephone conversation as tangible and as safe as a written contract,—it supplies greatly both the wire telegraph and the wireless,—it supersedes the phonograph in the office and in the home,—it is not only a wonderful saver of time, but also a great convenience, and insurance against error, both for the correspondents and the typewriter.

LARGE CLAIMS? Yes, but you will agree that these are modest claims when you have seen this perfected machine in operation and perceived its marvelous capabilities. Every one of these claims will be demonstrated to your entire satisfaction.

The U. S. Patent Office will tell you that practically all patents issued are based upon improvements or modifications of some already known scientific or mechanical device, but that the TELEGRAPHONE is one of those rare instances of a discovery susceptible of a "basic patent," because it embodies entirely new principles of applied science. It is an application of electro-magnetism by which sound waves, even those produced by the minutest whisper or respiration, are electrically projected into the molecules of steel, there to remain and be reproduced at will. There have not been a dozen basic patents of importance issued in the last quarter of a century, and without a single exception such basic patents (legitimate monopolies) have made vast fortunes for early investors.

A limited portion of the treasury stock in the American Telegraphone Company will be sold to the earliest applicants at $10 per share. Each subscriber will be limited to a few shares, because the more investors we have, the more general will be the interest aroused in the Telegraphone. THERE ARE NO PREFERENCE SHARES AND NO BONDS—ALL SHARES ARE ALIKE AND EACH SHARE CARRIES WITH IT THE RIGHT TO VOTE, so that with a single share you will have every right, privilege and protection possessed by any other stockholder, and being in at the birth of a great industrial business, you can not only watch it grow, but also assist in some measure in your own community, until the TELEGRAPHONE surpasses in magnitude, as it surely will, such vast interests as the Telephone, Air-brake, Phonograph, Sewing-machine, Kodak, and many other industries which originally started in a small way, but by real merit have achieved enormous power in the commercial world.

The net proceeds of the present limited sale will be devoted entirely to manufacturing and to enlarging and equipping the plant for the manufacture and sale of the TELEGRAPHONE. The instrument has met with an immediate demand of surprising proportions—orders having already been received for a number far in excess of the factory's utmost capacity of production for many months to come.

We invite your fullest investigation. If you cannot call to see the TELEGRAPHONE in operation,

TREN CUT OUT THIS BLANK AND MAIL IT TO US TO-DAY—

With your permission, we should like to mail you, entirely at our expense, an illustrated booklet describing the Telegraphone, and pointing out some of the far-reaching influences which this unique invention is already beginning to exert upon scientific, social and commercial life. To avoid all chance of error or delay in forwarding this booklet to you, please write very plainly:

RETURN THIS BLANK IMMEDIATELY

[Address on back of this sheet]

If you cannot call, we shall be glad to send you, free of charge, a complete and illustrated description of the TELEGRAPHONE, with a certificate of the number already ordered and in possession of the instrument. Please write your name and address clearly on the reverse of this sheet, and in a few days you will receive the illustrated booklet, with our compliments.

STERLING DEBENTURE CORPORATION, 36 Wall Street, New York.

F. C. 30. The Manager.
EDISON BUSINESS PHONOGRAPH.

Comming With Sept. 1 the Sale of This Instrument Was Placed with a Number of Jobbers—This Plan Likely to be Extended

Comming with September 1 the sale of the Edison business phonograph was placed in the hands of a number of jobbers by the commercial department of the National Phonograph Co. Others are trying it out, and it is likely that the leading jobbers in the country will take on the new line as rapidly as their business can be adjusted for its proper and efficacious handling. Nelson C. Durand, manager of the National Phonograph Co.'s commercial department, who returned last week from an inspection trip of the company's offices in the Middle West, in explanation of this policy, said to The Review: "We are catching up nicely with this move, and, for heaven's sake! tell the local man's operator, so that he or she can in turn teach his client, and likewise his mechanic will be taught how to install and care for the machine."

"That is to say, the local jobber or dealer must install and do all repairing, but need carry no stock. The company will ship the equipment and bill the goods. Now, another thing, in accord-

COLUMBIA AT INDIANA STATE FAIR.

At the Indiana State Fair held recently the Indianapolis branch of the Columbia Phonograph Co. prepared a special window exhibit in honor of the occasion. In the center of the window was placed a large graphophone on a mahogany pedestal, in front of which was placed a large banner bearing the words, "Columbia College."

Placed around this banner and completely filling the window were pennants of the most prominent colleges of the United States. The exhibit is said to have interested many visitors.

MUSICAL ECHO CO. CONCERTS.

The Musical Echo Co., Philadelphia, have been giving a series of concerts in the auditorium of their handsome warehous in Philadelphia every Saturday evening during the summer, which have proven great successes—the auditorium, seating 250 people, has been packed to the doors at every concert. Last Saturday evening the records listed were all Victors, and embraced numbers by such leading artists as Eames, Caruso, Scotti, Kubelik, Joffe, Melba and others, and were rendered on the new Auxetophone, the latest achievement of the Victor Co.

"TALKER" ON PRESS CLUB OUTING.

On the recent trip of the International League of Press Clubs through the Cripple Creek district following their convention in Denver, a Victor machine and a fine assortment of records in charge of Miss Ethel Irvine, of the Knight-Campbell Music Co., who was a guest of the club furnished the music.

"Everything seems to be coming his way in a manner, It may be safely assumed, he hardly expected."

Talking Machine Disc and Cylinder Record Cabinets

Latest Styles
Lowest Prices

It will pay you to carry our line of goods

THEY ARE SELLERS

New Catalog, showing complete line of Cabinets ready to mail.

WRITE FOR IT—NOW
THE TALKING MACHINE WORLD.

THE PETMECKY MULTI-TONE
SELF SHARPENING
Talking Machine Needle

Plays loud or soft and intermediate tones with the same needle.
Sharpens itself. Each needle plays ten records.
Saves wear on the records.
Makes disc machines as smooth and scratchless as cylinder machines.
Makes worn records play without scratch.
Helps the sale of disc machines and records.
The only needle that has a character.
Pays dealers a better profit than any other needle.
The price is restricted and profits are certain.

WHAT DEALERS THINK OF PETMECKY NEEDLES:

The A. Hospe Co. of Omaha, Neb., say:—"We have tried the Petmecky needles thoroughly. Last week the writer played sixteen twelve inch red seal records with one needle and after the test the needle seemed worn but little."

The Unique Talking Machine Co. of Houston, Texas, say:—"We have sold quite a few of your needles and each sale brings others. As to our opinion: we use them on all our high priced records. Did we not consider them the best we would not use them on records worth from $3 to $5."

H. A. Guyon of Red Bank, N. J., says:—"I have done some investigating with your needles and have come to the conclusion that you have the real thing in needles. I would suggest that you retail them at 25c. per hundred. There is no use throwing a good thing away competing with the needles now on the market when none but yours will play a twelve inch record through distinctly."

The Huff Music Co. of Bethlehem, Pa., say:—"The sample needles received. We gave them immediate trial in the presence of a number of persons and the various loud and soft effects produced by the change of fronts is marvelous."

Harry C. Lansell of Phila., Pa., says:—"Philadelphia is the home of the Victor and all improvements in anything pertaining to the talkers must have decided merits. Your needle, however, needs no explanation. It speaks for itself."

Write for free samples, descriptive circular and terms to dealers.

DISTRIBUTORS TO THE TRADE:

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<td>WALTER D. MOSES &amp; CO.,</td>
<td>Richmond, Va.</td>
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<td>Omaha, Neb.</td>
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<tr>
<td>SHERMAN CLAY &amp; CO.,</td>
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<td>THE STONE &amp; BARRINGER CO.,</td>
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<td>KOHLER &amp; CHASE,</td>
<td>Oakland and San Francisco, Cal.</td>
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THE PETMECKY CO., Manufacturers
AUSTIN, TEXAS, U. S. A.
THE VICTOR VICTROLA.


Nothing in years has made such a tremendous impression throughout the country as the Victor Victrola, the remarkable new instrument just recently placed on the market by the Victor Talking Machine Co., and referred to recently in these columns.

The Victor Victrola is 4 feet high, 20 inches wide, 33 inches deep, and weighs, unboxed, 137 pounds. It is made of solid mahogany in light and dark shades, and superbly finished. The metal parts are heavy gold plated. As can be observed in the cut there are ten disc albums, which afford space for sixty 12-inch and ninety 10-inch records, or 150 in all. At the bottom there is a drawer, or compartment for extra supplies, while a sliding needle drawer is placed just above the drawers which open into the horn.

There is an enormous demand for the Victor Victrola in all parts of the country, and the ability to regulate the volume of tone as well as to remove all mechanical sounds have won for it a unique position in the talking machine world. The Victor Co. have recently issued some literature bearing upon the Victor Victrola, which explains its functions most interestingly. They say in part: "Just open the doors and the melody pours forth. Don't you see we have simply reversed the ordinary practice? We take the sound, as it were, by the hand, and lead it down from the sound box above the record through the tube to a mahogany horn below rather than to a horn above, and modify the volume as we please by closing and opening, more or less, these doors."

THE TRADE IN WHEELING, W. VA.

Business With Leading Dealers Shows Great Activity.

(Special to The Talking Machine World.)

Wheeling, W. Va., Oct. 8, 1906.

At this time it would seem as though the season of preparation is about over, and the busy season on the verge of starting.

September was a quiet month with the trade here, and it gave dealers an opportunity to get their stocks in condition for the great trade expected this fall and winter. The conditions in this section are most promising, all the mills, mines and factories working full time with orders ahead to keep them busy during the winter.

The Columbia Phonograph Co. are making preparations to open a store here. They will occupy the half of a room on Main street. Those Rodgers, formerly manager of the Homestead, Pa., store, will be in charge. As he has had several years' experience in this line, he will no doubt do much toward popularizing the Columbia goods in this section.

The several music stores are making creditable showings of the Victor and Edison machines. Fard Bros. invited the public to come and inspect the many changes made at their Main street store. This was a popular event, and several thousand people visited their store during the day and evening. The different saloons were beautifully decorated for the occasion. Each visitor was presented with a carnation as they entered the building. This firm has placed an immense sign on the top of their building. It is painted and cut out to represent an Edison phonograph with large horn. In the bell of the horn there is a picture of Mr. Edison. At night this is illuminated by many small electric lights, attracting much attention.

EDISONICA CO.'S NEW QUARTERS.

A. O. Petit, of the Edisonica Co., of Newark, N. J., is now preparing a new home for his company at 58 Halsey street. On account of the extensive alterations under way at the new place it will be a month at least before he can get established.

Their new quarters, when finished, will be among the handsomest in the State. The whole front of the building will be of solid plate glass, which will not only ensure bright, cheery rooms, but a wonderful opportunity for window display on a large scale.

Heinitsman & Co., who handle Edison and Columbia talking machines, records and supplies in Winnipeg, Man., report an exceptionally good demand for these products in that vicinity.
TONES REGULATORS
FOR ALL TALKING MACHINES

"Junior"
Tone Regulator
Illustration represents the Tone Regulator as it looks on a Victor Tapering Arm Machine. If you will notice the cut you will find part marked "E." This is aluminum cup, which fits over the Exhibition sound box and when reducing the tone the cup prevents the tone escaping through the sound box. With this Tone Regulator one can change the tone from very loud to very soft by simply turning the thumb screw marked "C" in cut. The Tone Regulator does away with the soft tone needle.

The Volume of tone can be reduced without impairing the quality of same, thus enabling one to hear the loudest band piece in a very small room.

Price $1.00

The "Universal" Tone Regulator
The "UNIVERSAL TONE REGULATOR" is designed to fit Tapering or Straight Arm Victor Machines, also Columbia and Zonophone Tapering Arm Machine. With the "Regulator," the tone from the horn can be reduced to any desired volume at the will of the operator without stopping the machine. By the use of the cup over the outside of the reproducer the sound which comes from that side is cut off, and only the pure tone which comes through the horn is heard. This outside tone has a higher pitch than that which passes through the horn and causes much of the harsh metallic sound often noticed, which is really a discord.

To apply the "Regulator" loosen the screws which fasten the reproducer to the horn and remove the reproducer. With the Victor the same screws can be used, but with others they must be replaced by ones furnished with the "Regulator," which are slightly longer than those originally on the machine. Place the "Regulator" against the rubber disc in such a manner that the slide valve will be away from the rubber and against the metal back of the reproducer, and so that the screws will pass through the proper holes; those marked "A" to fit the Victor and Zonophone, and the three marked "B" to fit the Columbia. Place the reproducer against the "Regulator" so that the screws will enter the proper holes, and set the screws tight to place. The instrument is then ready for use.

Price $1.00

Dealers will find it advantageous to carry a stock of these Tone Regulators as it is very often the means of selling a machine to parties who would otherwise not purchase.

Discount to dealers same as on Victor Machines.

We are the only distributors carrying a complete line of Victor Records in sealed Envelopes, which is a guarantee that the Record has not been used and is in perfect condition. Send us a trial order.

The Rudolph Wurlitzer Co.
Manufacturers
CINCINNATI.

Tone Regulator
for Edison Machines

The illustration is an exact cut and size of our Tone Regulator for phonographs. By simply turning the thumb screw you can regulate the tone so that the loudest band pieces may be listened to with pleasure in the smallest room. The Tone Regulator is placed between the reproducer and the rubber connection or the horn.

Price 75 cents each

The "Victor" Tone Regulator

With this Tone Regulator one can change the tone of a talking machine from very loud to very soft by simply turning the thumb screw, which is shown in the cut, and marked letter A.

First—It does away with the soft tone needles which are detrimental to the records.

Second—The volume of tone can be reduced without impairing the quality of same, thus enabling one to hear with pleasure the loudest band piece in a very small room.

Third—With the Tone Regulator one can give expression to the selection, thus doing away with the monotony of the record.

Fourth—By reducing the tone in vocal selections the words are more distinct. This can only be done by the Tone Regulator.

Price $3.00
THE TRADE IN ENGLAND.

Trade Satisfactory—Longer Records Command-ing Large Sales—Indications of Strikes May Interfere With Trade Somewhat—The Edison Bell Co.'s Long Record—Interesting Chat With Mr. Ruhl—A New Incorporation—The New Columbia Quarters Centrally Located—Russell Hunting Co. Expansion—Growth in Talking Machine Popularity Everywhere—Used as an Aid to Drilling and in Recita's in the Hop Fields—A Birmingham Concern—Other Items of Interest.

(Special to The Talking Machine World.)


The general trend of our September trade has been good. Reports from all quarters bear out the fact that the longer records now supplied by the Edison Bell, Russell Hunting and General Phonograph Co., have commanded an exceptional sale, and have awakened great public interest. Unfortunately for us, this country is at present threatened with many trade disputes, that in two cases have already matured into strikes. Employees in the Scotch and South Wales collieries, the Clyde hollersmakers and British railwaymen are agitating for higher wages and a shorter working day. We are not so much concerned with the justice or otherwise of the disputes as to what bearing it will have upon the talking machine trade. As these labor wars tend to divert capital from this country, it will be felt at any rate in the particular strike counties some detrimental effect must result to our trade, perhaps more so to our own when we consider that the talking machine is not so much a necessity as a luxury.

In my August report I gave currency to the fact that the Edison Bell Co. were placing a longer record almost the whole length of the mandril. The extra space will, of course, be utilized in record, whether or not it contains more music than the ordinary. Asked as to condition of sales, Mr. Hough said trade was splendid. Last month was synonymous with marvelous sales, and this month bids fair to outshine all its previous records. Great preparations are in hand, and new plant has been put down with the object of being ready for those sudden expansions of trade, which appear to be characteristic of this business during the winter months. A splendid range of new artists is promised for the future, some of whom have never yet been known to the phonograph. Asked if he wished to tell The World readers anything more, my informant replied that it might interest them to know that there had been no recent fire at the works, nobody had died in their connection, and he was well enough to say nothing more, except to assure friends throughout the world that "all's well."

Disc Records Made in Great Britain.

The Columbia Phonograph Co. drew our attention to a statement circulated in the trade to the effect that certain disc records are the only composition disc records made in Great Britain, very properly pointing out that the statement is untrue, inasmuch as Columbia disc records come within this description, being made of composition and manufactured in London.

Recent Columbia Records.

The 12-inch Columbia disc records by Miss Ruth Vincent and Dr. Hisiph, to which I drew special attention last month, have proved exceptionally good sellers. The demand for them even in the first few days of September was indeed so great that the shelves were soon emptied. A further stock was speedily requisitioned by cable, and before the month closed another large shipment had arrived, so that the company are again in a position to give prompt attention to the large orders which these excellent records are calling for.

Mr. Marconi's Plans.

Mr. Marconi is evidently not the man to let the grass grow under his feet. We announced last month that he had accepted the position of consulting physicist to the Columbia Phonograph Co., and we are now able to say that he has already given attendance at the company's American laboratory and made such arrangements as will enable him to proceed with his projected experiments forthwith. Just now, we hear, he is back in Europe on important business concerning his wireless telegraphy undertakings, but it is his intention to give his immediate attention to the talking machine, and in pursuing his investigations he will, of course, make the fullest use of the unique resources which the Columbia Co. can offer him in their laboratories on both sides of the Atlantic.

While in America last month he spent a day at the Columbia's Bridgesport factory, and in the evening was entertained at a banquet at the Waldorf-Astoria Hotel in New York. He expressed himself as delighted with the splendid manufacturing and experimental facilities the Columbia people have provided in America and proposes to visit their London plant at the first opportunity.

Carl Lindstrom's Great Business.

The famous house of Carl Lindstrom stands out as one of the largest manufacturing firms on the Continent. They occupy commodious premises in Berlin, besides having their depots and agents throughout the world. Their principal outside agency is in London, under the able management of Mr. O. Ruhl, a gentleman of wide experience as a talking machine manufacturers' agent. In the course of a very interesting interview with Mr. Ruhl I learned some particularly good news in relation to the firm he represents. The fact that their output increases not only each month but right throughout each whole year, summer as well as winter, shows a very satisfactory state of affairs. This condition is but the "effect." Let us trace the cause," and we are immediately led to quality, workmanship and service. These three form the basis of business progress. They stand for the word "recommendation," which means everything in these times, when the market is overrun with articles of gaudy and inferior quality. From time to time the growth of Carl Lindstrom's business has rendered it necessary to secure additional space; to-day the needs of the business have demanded still more room, and the new up-to-date warehouse situated in a central quarter of Berlin will enable them to offer dealers still better service in the future. As an instance, I
The Edison Bell Phonographs

The Edison Bell Gem

The E. B. "Standard" Built on Edison Model

A new and elegant model—just a miniature "Standard" manufactured in London, England

The Edison Bell Gold Moulded Records

Are loud—clear—distinct—smooth surfaces—hard wearing and

Have the biggest sale in Great Britain and colonies

The new selections are now made

The full length of the mandrel and contain

More music—one another verse of a song—or—stave of a band

There is room for this record amongst all English speaking peoples

Address

Edison Bell

39 Charing Cross Road

London, England
may say that no less than fifty new workmen have been taken on within the last month or two. Disc machines form their specialty, and these are now being turned out as fast as the capacity of the works will permit. A specially reliable motor is fitted and, as a whole, these disc machines constitute first-rate value. In his announcement Mr. Rühl invites correspondence, and dealers—no matter in what part of the world you are located—you should write to him for further particulars.

David Bruce & Co.'s Specialties.

David Bruce & Co. report business as good, but not brisk. Their unwearable needle command great attention, and sales are increasing in a very satisfactory manner. Gardner’s patent sound box, with the screw attachment, is another good seller. The disc record library in connection with this firm is as yet in its infancy, but now that the season has almost commenced it is anticipated that the library will increase in popularity, especially as for a subscriber there is no limit to the number of tunes, records can be exchanged. Dealers should address David Bruce & Co., 151 High Holborn, London, for further particulars of their specialties.

Henry Seymour, Ltd., Registered.

Henry Seymour, Ltd., were registered September 10, 1896, with object to take over the Seymour specialties hitherto manufactured by the Microphonograph Co., and to further engage in the manufacture of disc and cylinder machines and records on improved principle. The first public issue of 5,000 shares at £1 each will shortly be published. Henry Seymour is managing director, W. J. Pope, secretary, while the remaining directors are Ernest Hamilton Burgoyne, James Gray, William Mayland, G. Lawrence Holland, Alfred Cornell and Louis Berlyne.

Columbia Co.'s New Quarters.

In the course of a chat Mr. Shields mentioned that the present month will see the Columbia Phonograph Co., General, installed in their new premises at 64 and 66 Oxford street. Now that the buildings are down, the stately five-story edifice with its tastefully ornamented stone frontage impresses every passerby. As soon as the building is tenantuated by the company, the already striking effect will, of course, be considerably enhanced. A brilliant window display will focus attention upon the purpose to which the premises are devoted. The visitor, on entering the new establishment, will find the attractiveness of the interior arrangements complimentary to the fine effect of the front. The shop will occupy the ground floor, while the upper stories, which may be reached by means of a hydraulic lift, will be devoted to office uses. The location of the building—just above the junction of Oxford street and Tottenham Court road, where crowds of shoppers and sightseers are always to be found—coupled with its commanding appearance, gives a unique advantage to this new establishment. It has always been the policy of the Columbia Co. to go to any expense so long as they were represented in the chief thoroughfare of every city where they have a branch. The old Oxford street premises, with their brilliant lights, were at one time the chief feature of the neighborhood. It is intended that the new building shall be still more prominent in this respect, and good publicity will therefore be secured. The old premises in Great Eastern street will be retained for the present, at any rate, until the new warehouse is in working order.

Neophone Co. Open in Japan.

At the Neophone Co. I learn from Mr. Sahlin that branches have been taken in Japan. The company will be known as the Japanese Neophone Co., with their offices at Tokyo and Kobe. This is without doubt extending a move of the mother company, and deserves the utmost success. There are several Japanese artists now in London, busily engaged in making the first Japanese records.

Sterling Special Wins Tremendous Vogue.

Another record! It is not a new cylinder or disc, but just a record in output of the now famous record known as the "Sterling Special." Everywhere I went the dealers always told the same tale, "sold out." This whetted my curiosity for more, so I immediately paid a visit to the manufacturer, the Russell Hunting Record Co. Here Mr. Sterling informed me that the extra music given on the longer record was appreciated so much that they were unable to deliver, or for that matter, manufacture fast enough. A complete set of the thirty-six new titles were dispatched by order to no less than 5,000 dealers in the space of two days and nights. Think of it, 180,000 in 48 hours. Regarding the "Odeon" records Mr. Sterling stated in answer to my question that it was not possible to make out exact tables of comparison of the sales under their management against those of the old London firm. But there was certainly a material difference. Under their guidance and assisted by the additional publicity given the "Odeon" record is fast gaining popularity and new adherents. A further tribute to enterprise lies in the fact that the Russell Hunting Co. are shortly going to represent Mr. Ditcham to represent them in South America. Elsewhere will be found other particulars concerning this new departure. Before leaving my account of the Sterling Firm kindly paid a compliment to the general get-up and contents of our department. The style is most interesting and generally a splendid number indeed.

Big Orders Received for White Records.

Said Mr. Latham, of the General Phonograph Co.: "The orders for the White record are coming in as fast as we can take care of them." The huge extent of their factory output makes the demand a time of two sitting. No long rows of figures are given—it is not necessary. Just the fact that they are hard pushed to dispatch the orders fast enough, is a very satisfactory condition, and must occasion no little pride to...

**OUR OCTOBER LIST NOW READY**

The "WHITE" GENUINE GOLD MOULDED RECORD

Give it a trial

**OCTOBER LIST OF TITLES**

| 122 | There's a Man in Manitoba. Peter Dawson. Orch. Accon. |
| 124 | El Miserere, from II -Trovatore, with Bell Effect. Symphony Orchestra. |

Jobbers in all British Colonies should not lose sight of the fact that by buying their Records in England they benefit by the preferential tariffs.

SEND US YOUR NAME AND ADDRESS

**The General Phonograph Company Ltd. 26, EUSTON BUILDINGS, EUSTON ROAD, LONDON, N. W.**
those who have marketed the "White" record. Letters of appreciation are constantly being re-
cieved, and inquiries through the medium of The Talking Machine World have come in from
all parts of the globe. A new record box has
recently been selected. It is slightly longer
than the old one, and is artistically gotten in
white and gold with a royal blue background,
and is of a most striking and pleasing appear-
ance.

New Arrivals Sell Well.
The new "Jewel" cylinder and the disc "Regal"
gramophone of the Columbia Phonograph Co.'s
are both enjoying an unprecedented sale.

during this summer talking machines of all
descriptions have been a regular feature of river-
side life. By the aid of an immense gramophone
Sunday afternoon variety entertainments were
given at Hampton Court. Music, singing and re-
citative records were played one after the other,
and that they were appreciated was evidenced
by the swarms of well filled pints and boats
gathered around.

Gramophone Recital for Hoppers.
The most unique feature of the Hopping sea-
son this year was undoubtedly on the musical
side. Hitherto the music (singing and instru-
ments, but these were entirely forgotten when
the strains of "Jolly, I Love You," "Everybody
Works but Father," etc., floated on the air from
a huge gramophone located on a farm at Pad-
dock Wood. It was a soft, cool night. Every-
thing seemed to harmonize, and, in fact, it was
just the time when the gramophone was heard
at its best, and it is no cause for wonder that
the savage spirits of the hop pickers were for-
merly gotten up in
A War That is Much in Demand.
Whitebread's patent improved concert horn is
generally conceded to produce the most mellow
notes with the best effect. For increasing, throw-
ning and toning power it has no equal. The Bell
is spun in one piece, and the stem takes apart
from bend with a slip joint for convenience of
packing.

Russell Hunting Co.'s Show Card.
The Russell Hunting Co. send a sample of
their new show card. It is of unique design,
and by a special arrangement of shade color,
and colors, whereon is a picture of the Sterling
artist and the selection he has recorded. For-
ign and colonial officers should write to the
company at 81 City Road, London, England, for
copies.
Lyon-a-Phone Talking Machine Co.
From the Lyon-a-Phone Talking Machine Co.
come a new and unique record. It is handled
in this country solely by Cook's Athletic Co.

American Trade in Great Britain
As an old established London house with large city
salesrooms and warehouses; with travellers calling on the largest buyers, is open to accept
Agency from American Machine, Accessories or Novelties. Communicate with
G. W. CORDOCK & CO.
America. I first go to Paris, where I meet my partner, who will act as interpreter, and thence we go direct to our destination.” “Will you tell the readers of The Talking Machine World the exact object of your visit, Mr. Ditcham?” “Cer-

tainly; my company already have their agents out there, and while there will, of course, be other business matters to attend to, the principal rea-

son of my journey is to obtain and superintend the recording by native artists.” “Another ques-

Mr. Ditcham. How long have you been connected with this industry, and what is your exact experience?” “Well, altogether I have had over ten years’ knowledge of the business, having previously been connected with another large cylinder record firm, as well as the ‘Electri-

tec’ record, which I helped to place upon the market.” Mr. Ditcham is also a practical man, apart from the musical side, and his experience in recording was gained under the able tuition of Mr. Russell Hunting. Since, from these few words, it is obvious the Russell Hunting Co. have secured the right man, we may expect to hear some very interesting selections as early as possible. Wishing Mr. Ditcham a safe and comfortable voyage, I took my leave, hoping to hear from him later.

The Edison Bell Co.’s Long Record.

Now that the Edison Bell Co. have placed a longer record on the market, dealers should stock them, as there will undoubtedly be a large public demand for these famous musical records. We, therefore, to the company at 39 Charing Cross Road, London, England, for lists.

Enterprising Birmingham House.

The Colmore Co., of 31 Colmore Row, Birm-


ham, have launched out very extensively as factors in the phonograph trade. They believe that one thing done well is much better than several done indifferently, and they are there-

fore making a specialty of Edison productions and also Sterling records. They boast that they have every record in stock of both the above makes and what is also important, they can place their hands on any record in a few seconds. Their trade is increasing by leaps and bounds, and as they have a large and industrious popula-


LATEST ENGLISH PATENTS.


(Special to The Talking Machine World)

World Office, 69 Basinghall Street, E. C.,


The following list has been compiled exclusively for The Talking Machine World by canv-

sell & Co., 90 Chancery Lane, to whom inquiries relating to all patents should be made.

No. 6013, Alexander Morris Newman’s “Im-


provements in records for Phonographs and like sound recording instruments.” Date of Application March 19, 1906. Complete patent accepted August 16, 1906.

The object of this invention is to produce a record in which the indentations forming the sound image are efficiently protected from injury by contact with other objects, and further to produce a record adapted to itself guide the sound box needle or stylus when sounds are be-


ing received without the necessity of special driv-


ing appliances.

As shown, the record disc 1 is formed of hard material with a groove 2 therein, the walls of which are designed to guide the sound box while sounds are being recorded in a second groove 3 formed therein and filled with record material. The groove 2 also protects the record groove 3 from injury. In the modified form, the groove 2 is dispensed with and a groove 4 formed in


THE BEST IN THE WORLD

HOWELL BROS.

SOUND BOX

Adapted for Victor Taper Arm and also Direct Horn Machines

Dealer’s Price $1.50

You can afford to pay duty on this and then have a better line than any in the States.

Europe, Asia, Africa and Australia have expressed their satisfaction with our Sound Box and now we want to supply the rest of the World

HOWELL BROS.,

St. John St., CLERKENWELL, LONDON
mandrels for talking machines whereby a plurality of tablets are grouped together in one machine so that any one of the tablets may be moved into co-operation with the reproducer as desired, and as shown the tablet carrier comprises a disc-like plate having a plurality of bearing seats struck up therefrom and arranged in pairs, a sleeve secured to each pair of seats, a shaft rotatably mounted in the sleeve and designated to receive upon its extended end a tablet mandrel and means to rotate the shaft, also means to rotate the carrier in either direction whereby the tablets on the mandrels are moved into co-operation with the reproducer as desired.

The communication follows:

Weissensee, Bei Berlin, Sept. 29, 1906.

The Talking Machine World, New York:

Gentlemen—I have received a copy of the new British copyright act of August, 1906, and am surprised to see that this exempts mechanical contrivances for the reproduction of words or music as being a copyright infringement, and on account of this I cannot but think that the British legislators have given very little thought to this important subject.

I believe that the recent act of Parliament is a slight to our honorable trade of talking machines and all other mechanical contrivances for the reproduction of words and music. In other words, the act of Parliament is a slight to our honorable trade of talking machines and all other mechanical contrivances for the reproduction of words and music. In other words, I insist that the phonograph or gramophone records or the cylindrical roll of an automatic piano or a music box is just as much an edition of the musical composition as composed by the author.

To illustrate, the edition of sheet music is only one way of recording or preserving the musical composition, both words and music, or either singly. Any one understanding to read the notes on the sheet music and the words, and who is competent to play these notes upon any musical instrument or sing the words with the proper notes as written in the music is able to give a more or less proper reproduction of the composition as composed by the author.

Now what are our reasons for considering a phonograph or disc record of a mechanical piano roll an edition of the music?

In such countries as Turkey, Egypt, Arabia, India, Burmah, Siam, and others which we might mention, there are no such things as notes or written music by which to record the musical compositions of the composers of those countries. When a composer in one of those countries composes anything new, he composes the song in his head and learns it by heart, and teaches it by the singing of it to other persons, and in this way, from person to person and generation to generation, the songs of the composers are handed down and made public.

One can readily understand that in this way the musical compositions of those countries deteriorate, and by the time they have passed from person to person, before long they are no longer the original song or music of the composer.

Now, what part does the mechanical record play?

After the author has composed his song or music he sings or plays it to a talking machine, thus making an absolutely accurate and faithful record of his composition, which, if put upon any other talking machine reproduces at once the new composition accurately and faithfully as composed by the author. Here we have another means than that by notes and sheet music of recording correctly and accurately musical compositions, in other words, it is another way of editing music and songs.

This new song can then be sold broadcast all over the world, and it does not deteriorate or change in any way from the original composition...
tion of the author; in fact, without music notes in the above-mentioned countries the talking machine is of little use. We have the only means of identifying the fact that the author or composer has, and we maintain that the talking machine record is a more accurate method, a more accurate system, than the present sheet music; and when you cannot put into it the soul and expression of the author, and each purchaser and player of the sheet music is bound to give it a different expression from that of the author or composer, whereas the talking machine record, when sung or played by the composer, we have a perfect copy just as composed and expressed by its author.

Moreover, we cannot put into the sheet music a sense of the author's inflections or expression; whereas the talking machine record is a reproduction of the author's soul and expression of the composition to that of the author or composer, whereas sheet music is bound to give it a different expression.

I cannot put into a graphic record just as much a proper edition of the new composition.

What death near at hand Mrs. Edward J. Mungen, the wife of a wealthy oil operator of Fostoria, Ohio, talks daily into a phonograph so that when in exchange for a better one. Dealers never repackage the antiquated ones, as they are always good display windows with the sign of "Then and Now," some of the very old machines are at a premium, some of the dealers in sections where the trade has only recently developed describing them for advertising purposes.

CAN NOW HEAR THE KORAN.

The Mohammedan University of Al-Ashar in Cairo has admitted the phonographic reproduction of verses from the Koran as an entirely appropriate and not irreverent way of hearing the prophet's words.

Foreign demand for talkers is unparalleled.

The Highest Authorities say the I. C. S. Language System is of Sterling Worth

Are YOU Selling it?

The leading educators and authorities everywhere who have investigated the I. C. S. System of teaching foreign languages have pronounced it to be the most perfect in the world. Take the following endorsement from the German Embassy at Washington, for instance:

I have, with great interest, taken note of the Language System, through the phonograph, taught by the International Correspondence Schools, of Scranton, Pa. The pronunciations of German and the rendering of the German language according to its national Correspondence Schools, of Scranton, Pa. The pronunciations of German and the rendering of the German language according to its

The Mohammedan University of Al-Ashar in Cairo has admitted the phonographic reproduction of verses from the Koran as an entirely appropriate and not irreverent way of hearing the prophet's words.

Foreign demand for talkers is unparalleled.
NEW TAPERING ARM

ZON=O=PHONE

$27.50, $35.00, $45.00, $55.00

THE NEW GRAND OPERA
ZON=O=PHONE

has been on the market for six weeks. The motor has triple spring, cabinet hinge top 13 3/4 x 13 3/4, ten-inch turntable. We wish to call special attention to the new speed regulator; also the brake: as you will note when you shut off the instrument it doesn't stop with a jerk. The Grand Opera Machine is equipped with either regular horn or all brass morning-glory horn. Retails at $55.00.

THE CONCERT GRAND
ZON-O-PHONE

will be ready October 1st. The brake and speed regulator are the same as on the Grand Opera. The motor is exactly the same, except that it has two springs instead of three. The cabinet is different in design but is the same size and has the hinge top. It is equipped with the regular horn or the morning-glory horn—red, blue or green. Retails at $45.00.

UNIVERSAL TALKING MACHINE MFG. CO.

28 Warren Street, New York
Dealers in all parts of the country are adding sheet music to their stock, and with profitable results. For the exploitation and effective demonstration of the music they have found the talking machine a valued assistant and one far superior to the piano, or any musical instrument, whether automatically or manually played. The voice is reproduced by the record in its correct vocal interpretation and phrasing and beauty of finish that is entirely beyond the function of any instrument. Besides, the dealer avoids the cost of a piano or the service of a "professor," items of no mean account in the aggregate. The success of this experiment is established in little time, the customer is delighted, sales follow as the result. The cost of a piano or the service of a "professor," or any instrument, whether automatically or manually played. The talking machine is a valued assistant, and one far superior to the piano, or any musical instrument, whether automatically or manually played. The voice is reproduced by the record in its correct vocal interpretation and phrasing and beauty of finish that is entirely beyond the function of any instrument. Besides, the dealer avoids the cost of a piano or the service of a "professor," items of no mean account in the aggregate. The success of this experiment is established in little time, the customer is delighted, sales follow as the result.

In adition to his wonderful capacity for initiative and acute discernment in business affairs, as well as the energy and rapidity with which he disposes of matters coming before him for final settlement, Mr. Gilmore's personal interest in the welfare of his entire office staff, his generosity to his associates in time of storm and stress or misfortune are spoken by the recipients and those who have knowledge of his bounty as princely, and always unostentatious. When George I. Eisen, of Cincinnati, in his remarks presenting the mammoth silver loving cup of the Edison jobbers to Mr. Gilmore, spoke of him as having "the largest heart in him of any man I ever met," the entire official corps of the National Co. applauded the sentiment vigorously, for they declared these words struck the nail squarely on the head. When a subordinate is at fault he gets all that is coming to him at once, and there the matter is dropped, but the offender is quickly made to understand that the president bears him no malice—it is in line of business, and every one is expected to do his job. The rewards for faithful and diligent work are also commensurate.

A promoter of parts whose name were it mentioned, might cause a few harsh comments to be made, though he is acknowledged a pretty bright chap, has a new scheme. He proposes a plan of centralizing business by forming manufacturing companies with guaranteed orders. That is to say, talking machine stores should be established at every available spot when a demand was apparent, as a a cigar trade. The high thinking promoter either overlooks or ignores—after the manner of his kind—such minor things as details, even not taking into account the vast difference in the lines and desirability of independence on the part of the dealer. This combination is to handle only the goods made by their own factory—whatever they might be—and to cut out entirely the machines and records known the world over, and accept "stuff just as good."
DOUBEL STOCK

Last season's experience taught us a lesson. We have twice the stock on hand and have never been so well prepared to fill orders. In buying from us you are sure to receive

NEW—FRESH GOODS.

Our salesroom is at the disposal of dealers.

Bring your customers here, if you like.

We carry the complete Edison Foreign Catalogue in our usual liberal quantities.

The largest stock of Repair Parts for all types of machines.
Perfect in Manufacture and Material.
New Price List ready—you should have one.
Don't forget our Record Cabinets are the kind that last.
Worth buying if you sell on installments.
though not bearing the names and trade-marks of companies which have become household words. The schemer further contended the present manufacturers were getting it all, while the jobber and dealer were a negligible quantity. Wherefore their interests should be consolidated and co-operation supersede prevailing methods. When this tale, with oratorical embellishments, was recited to several officials of a prominent talking machine manufacturing company, they exploded with laughter, and promptly advised the narrator to let go of his comet, come back to earth and cease having pipe dreams.

A scarff or cover manufacturer made up a sample line of what he considered very appropriate and handsome designs for record cabinets. They were submitted to the jobbers, but the enterprising originator received no encouragement, let alone orders. It was conceded that a scarf may be a suitable adornment for a piano, but the record cabinets of the highest grade should not have any of their beauty of line or finish concealed by a cover. Besides, the disc cabinets have the machine mounted on top, and a scarf, they hold, would be altogether out of the question. Perhaps this opinion may change with time, and then the cover manufacturer will have his innings.

Walter P. Phillips, editor of the Columbia Phonograph Co.'s "Columbia Record," and manager of their advertising department as well, an experienced newspaper man, has become a partial convert to the alleged spelling reform. He now writes "fotograf" and "telegraf," but fails to be consistent by not spelling it "fonograf," "grafophone" or "diafram." It must be remembered, however, that great reforms.

The two-for-one exchange proposition that was effective from October 1 to 6, inclusive, will return to the National and Edison records. The proposition, explaining to jobbers and dealers were distributed under date of September 25, approximately a million "surplus, cut-out and defective Edison standard (not grand opera or concert) records." This has been brought about through the action of a number of individuals-former employees of horn factories who are enabled to have a "clean bill of health" in their business.

One of these horns sold by a dealer never fails to engender hard feelings between him and the purchaser, for possibly he may be a half million out of the way in his reckoning. That is to say, men who can write out the details of a general policy in the sales department. It must be admitted persons of this standard are not to be had for the asking; in many instances they are developed or grown, as one pleases to phrase it. The lightweights, with amplifying horns of large dimensions that are constantly going at full blast, are only too plentiful, but are a costly extravagance of any establishment.

PERFECTION AT LAST
A Modifier That Really Modifies

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

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

MADE OF BRASS, NICKEL PLATED, PRICE, $1.00
The Music Master has discovered the Columbia Graphophone and everybody has discovered the Music Master.

In all the popular magazines and other advertising mediums he is talking Columbia Graphophones and Records to millions of people who have the money to buy and who want the best for their money.

He is talking in a manner so interesting and convincing that every reader is impressed with his arguments.

You can't satisfy these people unless you give them the Columbia goods.

*Have you got them?*

*If not, take the matter up to-day with your jobber.* Put in a full line of Columbia goods to meet the demand created by the strongest talking machine advertising ever put out.

You can sell Columbia Graphophones and Columbia Disc and Cylinder Records when you *can't sell any other kind.*

*You make big profits* by selling them.

Your profits on Columbia goods are *guaranteed against fluctuation or shrinkage* by our restricted price plan.

A line of talking machines without the Columbia is *as incomplete as a band without a leader.*

Make your line complete; put in the leader—Columbia.
WHY YOU SHOULD HANDLE THE

Columbia Disc and Cylinder Machines

Because of the unapproachable excellence of the Columbia machines. They have no equal in quality and variety of models.

The aluminum tone arm and new Columbia Analyzing Reproducer with which Columbia Disc Machines are equipped have sufficient merit in themselves to sell Columbia Machines without calling attention to any of the other exclusive selling features of this line.

The Improved Lyric Reproducer, with which all Columbia Cylinder Machines are now equipped, has of itself placed these machines in the lead mechanically and commercially.

WHY YOU SHOULD HANDLE THE

Columbia Disc and Cylinder Records

While Columbia Disc Records excel all others in the point of durability—meaning twice as long—it is the marvelous tone quality of the Columbia Disc Records that has made it so easy for the trade to sell them.

The retail price of Columbia Cylinder Records is 25c. No better record is made at any price. The dealer who handles Columbia Cylinder Records makes more money out of them than out of any other, because both price and quality create a big demand which results in a volume of sales many times in excess of records which are listed at a higher price.

The public appreciates the Columbia product and the dealers who handle Columbia goods are uniformly the most successful in the business.

If you wish to know how to become a successful Columbia dealer, write us to-day and we will give you some valuable information.

COLUMBIA PHONOGRAPH COMPANY, Gen’l
90 & 92 West Broadway, New York City

Creators of the Talking Machine Industry
Largest Talking Machine Manufacturers in the World
Owners of the Fundamental Patents

GRAND PRIX, PARIS, 1900
DOUBLE GRAND PRIX, ST. LOUIS, 1904
STORES IN ALL PRINCIPAL CITIES
DEALERS EVERYWHERE
THERE is a note of good cheer in every report of trade conditions which comes to hand. Never before in our national history has the volume of business equalled that which is at present pouring through the various channels of commerce. The restoration of normal conditions in the various lines consequent upon the ending of the vacation season, and the fact that there is unusual freedom from labor troubles have had the effect of giving the country the full benefit of its largest trading power at a time when probably its largest crops were being harvested.

THE wave of prosperity does not appear to be confined to any particular section or sections. It is covering the entire land and varies only with the productive capacity of shops, mills and earth. The talking machine factories, running to their utmost capacity, some with day and night shifts, are still unable to keep up with the demand.

We know of concerns that are over 100% instrumented in their orders, and yet they have a producing capacity of over six thousand instruments per day. These figures furnish only an illustration of the enormous growth of the talking machine business. It has advanced by leaps and bounds, and as a well known traveler remarked the other day: "The World was absolutely correct in its first editorial utterance when it stated that the talking machine business was only in its infancy." Of course, we were. It is going ahead all of the time, and men who three years ago figured that the business had reached its highest point are amazed when they find that this year is several times ahead of the output of three years ago. It is a comparatively new trade, and there is plenty of new, vigorous life in the business. There is plenty of young men who see an opportunity to win good results for their efforts and they do not hesitate to cast their lot with the talking machine industry.

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AN ORDER
from a leading concern
showing how the trade
wind is blowing in the
direction of the Search-
light horn

[Image of a telegram]
The most sensitive device ever placed upon any Commercial talking machine is
the new model Commercial Graphophone.

In order to get a good clear record it was necessary with the earlier types of Commercial machines to talk in a loud tone of voice and to maintain an even pitch all the way through the dictation. With the new machine it is possible to dictate in a tone just above a whisper and to have the dictation clearly recorded and reproduced with absolute fidelity. The recording stylus and the reproducer of all are mounted on the same arm and the same diaphragm is used for both operations. In order to change from recording to reproducing it is merely necessary to throw a small lever at the top of the machine through a radius of about three quarters of an inch. The reproduction is rotund and full, and more like the human voice than any reproduction that has ever been achieved before on a Commercial talking machine.

The point of simplicity has been well covered. There is absolutely nothing to the machine except an electric motor (either alternating or direct), a belt and a mandrel to hold the cylinders. The liability to get out of order is thus reduced to a minimum.

So far as mechanical perfection is concerned, it is sufficient to say that this machine is the product of the best talent and ability that the Columbia Phonograph Co. has in its service. The original models were designed and built by Thomas H. Macdonald, the manager of the factory at Bridgeport, and no detail has been allowed to escape his attention.

Talking machine experts and the users of the Commercial Graphophone, who have been shown the new machines are loud in their praises of its beauty and utility. The exhibit of the Columbia Phonograph Co. showing these machines at the National Business Show will be in spaces numbers 88 and 89, and is sure to attract much attention.

H. J. Redling with Jacot.

The Jacot Music Box Co., 39 Union Square, New York, whose Mira music cabinet has become a prominent factor with dealers in talking machines, are large jobbers in the Edison and Victor lines as well. They carry a full line of everything pertaining to the talking machine trade, and have recently engaged the services of H. J. Redling, who will handle that department on the road as their wholesale representative. As he is well known as a hustler and an expert salesman in this line, it is but natural that his firm feel that in him they will have an able representative.
At one time or another some of your trade probably have told you their records did not sound as well in their homes as they did in your store. They have blamed the records, the machine or the speaker—never the horn. No doubt you have told them the carbide or DRAPER have been the trouble. This is true to a certain extent, but at the same time your customer has felt a little dissatisfied.

"You can overcome a great deal of this trouble and have your trade feel better satisfied if you will get them to use a 'Mega.' Try this in one instance and see if we are not right.

"One of the 'Mega's' chief points of superiority over metal is the fact that it cannot be dented. Therefore argument was postponed until Thursday, October 11, when Judges Wallack, Lacombe and Cox were sitting. The suit, which has reached its final stage of adjudication, involves the validity of that portion of the famous Berliner patent covering the free-moving stylus generally used in reproducing sound in connection with the disc record.

"The Victor Co. previously, in their suit with the American Graphophone Co., had the patent attested to by the Circuit Court. Judge Hale writing the opinion, which was unanimously affirmed by the Circuit Court of Appeals. On the representation of newly discovered evidence the foregoing two cases, on which the issues are joined, were argued before Judge Townsend, April 9, and on the following 26th he rendered a short opinion, in which he held that the evidence submitted was not altogether new, and rather rested the insinuation in the defendant's counsel that the American Graphophone Co.'s case had been insufficiently contested. On the interpretation of a Canadian patent law, which the defense urged was the keynote of the situation, the court conceded he was not quite clear, and would prefer to have it reviewed by the Court of Appeals. This was argued Thursday, and decision was reserved.

IMMENSE ORDERS BEING BOOKED

For Talking Machines and Records—All Previous Business Has Been Thrown, in the Shade—Manufacturers Pushed.

Judging from the orders booked by the traveling men the record of talking machine sales will touch the highest notch this fall. When orders in cities of 15,000 population or over on 2,000 machines and 5,000 records at one time from a single manufacturer, besides having half that stock on hand, some idea may be gained of what the volume of business will approximate before the middle of December. Manufacturers in every branch confess they are already being pushed to supply goods in the quantity called for, and the trouble of the general sales managers will soon begin; in fact, it is now obvious that all previous records will be broken.

UNITED HEBREW RECORD CO.

Now Owned by Louis Rosansky—The Latest List of Records.

Perlman & Rosansky, proprietors of the United Hebrew Record Co., New York, recently dissolved partnership, and Louis Rosansky continues the record business under the former firm name at 257-261 Grand street, New York. In this connection their announcement elsewhere is worth reading. He has about ready a list of Hebrew records for October and November, representing the best and most popular selections on the Hebrew stage. The list is as follows:

IMMENSE ORDERS BEING BOOKED

FOR SALE.

Retail Victor and Edison Phonograph Parlor, located at Carbonade, N. Y. Lackawanna Co. Reason for selling, have sufficiently business in Scranton.

Doing an excellent business in Carbonade, and have trusted out on leases about $6,000. Will sell stock which amounts to about $2,000.00, and am willing to take good man in partnership.

"TALKER" NOW ELECTIONEERING.

Hearst’s Campaign Committee Using Talking Machines—Will be Heard Throughout the State—Records Made by the American Record Co., and the Columbia Phonograph Co.—New Departure in Campaigning.

Following the example of the last election campaign in England the talking machine will now be utilized in a very large way in the great political battle now being fought in this State for the Governorship. Wednesday W. R. Hearst, editor and proprietor of a string of daily newspapers from New York to California, the combination candidate of the regular Democracy, Independent League and other partisan organizations, made a number of disc records of political speeches at the laboratory of the American Record Co., New York, under the supervision of J. O. Prescott, manager. Two months ago a 10-cylinder records of like import were made for the distinguished Gubernatorial nominee at the laboratory of the Columbia Phonograph Co., General, but a professional did the talking, and it is likely the same procedure was followed with the “blue” records, as Mr. Hearst has a poor voice—lacking the essential vibrant quality and depth—for satisfactory sound reproduction. These records will be used in places where only the ordinary spellbinders appear, and with the gestures of Mr. Hearst thrown off by the moving picture machine, before which he posed, these “canned” speeches, as they are termed by his opponents, are expected to arouse the enthusiasm of the auditors to the highest pitch, and possibly carry conviction for the sentiments moving picture machine, before which he posed, only the ordinary spellbinders appear, and with these “canned” speeches, as they are termed by his opponents, are expected to arouse the enthusiasm of the auditors to the highest pitch, and possibly carry conviction for the sentiments

These records will

with the "blue" records, as Mr. Hearst has a political as a matter of course, and wrote up the "story" making the records, they were wrong, it would be a grand success, from a show standpoint, be utilized in a very large way in the great political campaign in England the talking machine is now to be. Mr. Hearst, editor of the New York World, has given much attention to the subject of the talking machines, and it is generally conceded that these machines are now being prepared by the leading manufacturers for the use of political candidates. These machines are to be used in the campaign, and the results of their use will be of great interest to the public.

COLUMBIA CO. ENTERTAIN LENG FORCE.

September 18 Walter L. Eckhardt, manager wholesale department of the Columbia Phonograph Co., General, had the entire traveling force of J. B. Long’s Box & Co., recently created Columbia jobbers, on a visit to the factory of the company at Bridgeport, Conn. The road party were ten in number—keen, bright men—and they were shown every department of the works, and how the graphophone is made, from start to finish, which proved both entertaining and instructive; and as the latter purpose was foremost the drummers will now be equipped to talk up machines and records to “beat the band,” as one of them remarked on his return. Thomas H. Macdonald, manager of the factory, and Mr. Eckhardt did the honors, and were also the hosts at a pleasant luncheon at the swell restaurant of Bridgeport. J. B. Long’s Box & Co., who are heavy in bikes, etc., opened their talking machine department October 1.

LANDAY BROS. NEW STORE

Directly Opposite Tiffany’s Palatial Structure, When Opened This Week, Will be One of the Handsomest in the Country.

The new store of Landay Bros., 400 Fifth Avenue, New York, directly opposite Tiffany & Co., will be opened this week. The building is surrounded by a beautiful display of windows, and is well fitted up for the sale of phonographs and records. The store is located in the heart of the ultra-fasionable shopping district, and where Victor goods only will be sold. The store is owned by Landay Bros., 400 Fifth Avenue, New York, directly opposite Tiffany & Co., and is the most elegant talking machine emporium in the city, and where Victor goods only will be handled. The place, 25 by 125 feet, is in the heart of the ultra-fashionable shopping district, and the formal opening is set down for the 15th, when the official opening is scheduled, to be celebrated by a champagne supper, according to Max Landay, who will be in charge. Their present premises at 288 Fifth Avenue will not be relinquished, and this will be looked after by James Landay, the same day Max will start on a selling trip to the coast, and is to be gone about six weeks. The firm last month placed an order for 400 Victor Victrolas.

GROWING SEARCHLIGHT POPULARITY.

The Searchlight Horn Co., 723-235 Lexington avenue, Brooklyn, N. Y., are manufacturing a line of horns which is acquiring a rapidly growing popularity in various sections of the Union. On a neighboring page in this issue of The World appears a reproduction of a telegram from the J. W. Jenkins Sons & Co., of Kansas City, Mo., ordering by wire a thousand horns. This leading southwestern jobbing concern has recently taken up the distribution of the Searchlight Horn for Western City and vicinity. The shipments of these horns last month were surprisingly large.

Automatic Lift Lever

A DEVICE designed to dispense the sapphire point from the record by automatically lifting the speaking arm. No more "swish, swish, swish," when your phonograph is running at the end of the record. You may continue your conversation or work without the objectionable "swish" interfering. Reduces the danger of losing or breaking the sapphire. Made of spring brass, nickle-plated.

Liberal Discount to the Trade.

Moulded Horn Connections a Specialty. The best connection on the market for the price.

EDISON JOBBERS

Established 1878

VICTOR DISTRIBUTORS

Penn Phonograph Company

17 South 9th Street, Philadelphia, Pa.
THE TALKING MACHINE WORLD.

A HANDSOME CATALOGUE

Which Is Worthy the Consideration of Dealers Has Just Been Issued by the Syracuse Wire Works of Syracuse, N. Y.

The Syracuse Wire Works, of Syracuse, N. Y., have long been noted not only for the splendid line of specialties which they turn out, but for their literature, which is always admirably conceived and executed. Their reputation in this respect has been reinforced by the appearance this week of a new catalogue in booklet form, which is a very complete and attractive piece of work.

The cover, of which a reduced facsimile is reproduced herewith, is gotten up in three colors and originality. It opens the door, so to speak, to descriptions and handsome illustrations of their entire line of goods, with prices, etc.

This is a volume which will surely interest all talking machine dealers, for the specialties of the Syracuse Wire Works are well and favorably known throughout the trade, for their excellence and originality. This company are tireless in their efforts to provide specialties that will insure an up-to-date store equipment, and those members of the trade who have not given this subject the consideration which it deserves would do well to look up this handsome booklet which is now ready for distribution. Every talking machine dealer will be wiser through its perusal, and will become cognizant of opportunities, whereby he may save space in his wareerooms, and have his stock present a better and more pleasing appearance.

NEWS FROM THE EMERALD ISLE.

AUXETOPHONE EXCITES INTEREST—USED IN MUNICIPAL CONCERTS WITH GREAT SUCCESS—THE PHONOGRAPH MAKES THE WORLD SEEM SMALLER—THE LATEST NEWS FROM THE OTHER SIDE.

(Special to The Talking Machine World.)

Belfast, Ireland, Oct. 6, 1906.

The most noteworthy feature in talking machine circles here that has occurred recently has been the arrival of the Auxetophone. Naturaly an instrument costing £100 was sure to excite widespread interest, and for some days after it came to hand the time of the local agent, Mr. Osborne, was almost monopolized in explaining its mechanism (Paton's electrically-driven air blower, the double bass box, etc.) to callers representing the elite of the city. The Chief Clerk of the City Corporation, R. Meyer, Esq., evinced a lively interest in the instrument, and accordingly granted permission to demonstrate its efficacy in the largest hall probably in Ireland—The Ulster Hall—which is the property of the city and which accommodates over 2,000 people. An Auxetophone concert was therefore arranged for an hour prior to the organ recital, in the hall on Saturday, September 22. Although advertisements announcing the function appeared only one day prior to the recital, the hall was packed to overflowing.

When the instrument pealed forth its first selection, a band piece, one could immediately observe each face turned toward the platform, every sound was hushed, but the climax was reached when Melba's dulcet voice was reproduced loudly, clearly and distinctly in the "Jewel Song" (Faust) and "Ave Maria" (Gounod), with violin obbligato by Kubelik; the former was encored and greeted with considerable applause. The choice programme which was executed included selections by well-known bands and instrumentalists, songs by Patti, Caruso, Scaramberg, Harrison, Grant, Dawson, Shepard and others.

"His Master's Voice" will ever be associated with the gramophone, but an incident which transpired in Belfast last week makes the phrase, "His brother's voice," quite a valuable asset to the National Phonograph Co. Twenty years ago Mr. Osborne, the local Edison jobber, was in partnership with a Mr. Jennings, who left Belfast for Glasgow in 1886. We visited Belfast on September 22 last, and called upon his old partner and found him in fine health. He has since added to his stock the "Aurétone" (now Auxetophone), and has sold so well that he has been able to improve his factory.

Mr. Lemoine, the advertising manager of the National Phonograph Co., paid Belfast a flying visit last week with a view of the Auxetophone and Columbia records. There has been quite a "run" on special phonograph records of Irish selections by Peter Dawson, entitled "Memory of the Dead," "The Singer Was Irish," "Hasty Bay" and "The West's Asleep," songs which appeal to a large section of Irish people.

The Belfast City Council have just contracted for hire of the Auxetophone for a series of Saturday evening Ulster Hall concerts during the forthcoming season.

RECENT INCORPORATIONS.

The Portland Talking Machine Co., of Portland, was incorporated last week with the Secretary of the State of Maine, with a capital of $35,000. It is their purpose to handle talking machines and supplies of all kinds. The incorporators are C. A. Hanson, president, and J. M. Dunn, treasurer, both of Portland.

Among the incorporations filed with the Secretary of the State of New York last week was that of the Biedlo Panoramic & Amusement Co., with a capital stock of $300,000. Directors: N. Santangelo, A. F. Biedlo and N. Biedlo, New York.

TOPHAM'S FINE LINE OF CASES.

(Special to The Talking Machine World.)


James S. Topham, manufacturer of carrying cases for disc and cylinder records, 1219 F street, N. W., is enjoying a large share of the prosperity now prevalent in the talking machine industry. Notwithstanding the resources of their factory they are very busy in all departments.

Members of the trade desiring something very cheap in the line of carrying cases will do well to write to Mr. Topham, whose reputation is of the highest, both personally and for the quality of his goods. For many years Mr. Topham has been furnishing the United States Government with supplies for the army and navy, and his wares have always been deemed most satisfactory. In this it is itself a pointer worth taking to heart by talking machine men.

Mr. Dodies has purchased the talking machine business of Tom Chiltlace in Washington, Iowa.

VICTOR H. RAPKE, Mfr., 1661 Second Av., New York

Rapke Horn Crane, No. 15

SIMPLEST and best ever produced. Will support any horn up to and including 36 inches. Is nicked throughout, and fits into small space. Weighs only 13½ lbs. Can be attached in an instant to any Phonograph without injury to cabinet.

RAPKE HORN CRANE, No. 15

PATENTS PENDING

PRICE, $1.50

Mr. Dealer!

are you using the RAPKE Labels for Edison and Columbia XP Records; Trays, regular and folding? If not, consult at once

YOUR JOBERB

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

VICTOR H. RAPKE, Mfr., 1661 Second Av., New York

A recent letter from Peter Baciagalupi, of San Francisco, states that his father-in-law, Mr. F. Douglas, vice-president of the Victor Talking Machine Co., Camden, N. J., is living 150 miles from that city in retirement, and that his health has greatly improved since coming to California.

The Keen Talking Machine Co., northwest corner Main and Lemon streets, Los Angeles, Cal., has been awarded the high prize of $500 by a fire which occurred on the third floor of the building, September 27. There was no deterrence to business.

In filling an order for records from Harvey Kopp, of Fairmont, Pa., Miss Kathlene E. Mulligan, of the Pittsburg Phonograph Co., worked the old romantic game of putting a slip containing her name and address in one of the boxes and suggesting an answering slip.

As Miss Mulligan received the slip addressed to "Mr. Mulligan," assuming it was a young man, and as the friendship grew, out she gave his secrets of the style that one man gives to another, and the handsome young fellow was arranged as nearly died when he saw "Mulligan in skirts."

TO THE TRADE.

For your consideration we desire to bring to your attention the fact that last metal which has been coated with a "baked-on" finish will be more durable and last longer and is more extensively used. This method has been employed for durability and beautiful appearance than any other method of coating, so far as we are aware, as far as we can possibly go.

Some of the colors which we are using on our work are granite, a tried and tested color that is "baked-on" and not dried in the open air. Another color which we have used is an undercoat of 'Chromatic Yellow' and a top coat of 'Chrome Green' and the various looks made from cochineal are more permanent in tone than the similar colored enamel substitutes. It is not possible for any of the other pigments to remain a longer, an account of their non-solubility in alcohol. "Baked-on" coatings of the very best character, such as we use, do not fade in strong sunlight nor are they affected by water, alcohol or other liquids which will readily remove the lacquered surface. The lacquered surfaces are likewise extremely brittle, while a "baked-on" surface is the most impervious coating that can be applied. A test can be made by anyone that you can readily grasp the idea. It is not as easy to produce a smooth or beautiful surface on air dried work as it would be if the surface was thoroughly "baked-on."

The very rapid exploration of the seasons is inciting in some cases to show very much greater defects because of the fact that the colors do not flow evenly, while the "baked-on" coating is capable of providing the color in a fluid condition until every pore in the metal surface has been sealed and the colors has flowed out in the same temperature in the best of our own.

The artistic efforts of the hand painted and carefully selected pigments that we have so long been noted in originating a vast amount of experience in our work, and our artists have been trained by years of careful studies and experience in their work, in the fields that have brought this Company the confidence and recognition which a large percentage of the trade have not been able to reach.

Mr. Johnson was anticipated that a European Victor Co. was started to touch up the trade for the Universal Talking Machine Manufacturing Co., to which the dealers' prices on standard lines are 40 inst. Sterling Debenture Corp., who are managing the securities in the capital.

The Duplex Photogram Co., the double-born machine, Kalamazoo, Mich., who are looking for direct business via magazine advertising, in which the dealers' prices on standard lines are held up to advertise criticism—a talking point only—are being threatened with litigation for which the dealers' prices on standard lines are 40 inst. Since then he has been awarded the high prize of $500 by a fire which occurred on the third floor of the building, September 27. There was no deterrence to business.

Mr. Hagen accompanies Mr. Long home.}

Harry Goldsmith, a music dealer of Columbus, Ohio, formerly having a talking machine department, selling out to Perry Whittall & Co., is contemplating going back into the business if he can obtain additional room to his present place of business, said to be one of the best locations in the capital.

"The Phonom Girl's" is the title of a melodrama now on tour and being presented by the Jersey Lilies, a company which opened in New Orleans last month and is now on the Western circuit. The sketch originated in London, England, and was reported a success. One of the scenes represents the interior of a talking machine store, and the Columbia Photogram Co.'s Twentieth Century machine is employed to advantage in revealing the plot. The machine is also used on the stage to attract the crowd to the theater, and has proven an effective advertising medium. This is the first play known in which the talking machine and its commercial environment has figured in a professional way and carrying off the honors.

Important Announcement to the Trade

THE UNITED HEBREW DISC RECORD CO. beg to announce that they have opened up new wholesale warerooms at 257-261 Grand Street, and now have ready for distribution a very complete selection of Hebrew Records made by the best artists on the Hebrew stage.

Twenty-one new numbers will be ready for shipment by October 20th. All of these selections will prove to be fast sellers because of their remarkable clearness and popularity of the titles.

Our new stock will be found complete at all times, and the new records are positively the best Hebrew Records on the market.

This business is under new management, and the best attention will be given to dealers who have a demand for this class of records, and they will find it to their advantage to correspond with Mr. Louis Rosansky, owner of the firm, at once, as he feels disposed to deal liberally with first class dealers who will act as representatives for this concern.

THE UNITED HEBREW RECORD CO.

257-261 GRAND STREET,
NEW YORK CITY.

early next month E. Long, manager of the Universal Talking Machine Manufacturing Co.'s eastern department, is expected to return from New York to Italy, where he is associated with Henry J. Hagen, of the company's recording laboratory in obtaining a complement of "masters." Mr. Hagen accompanies Mr. Long home.

Henry Goldsmith, a music dealer of Columbus, Ohio, formerly having a talking machine department, selling out to Perry Whittall & Co., is contemplating going back into the business if he can obtain additional room to his present place of business, said to be one of the best locations in the capital.

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TRADE HAPPENINGS IN THE WEST


The firm's office is at Suite 405, 185 Dearborn Street.

H. L. Willson, manager of the local office of the Columbia Phonograph Co., has certainly proved that his promotion to the management of the Chicago office less than a year ago was a wise move on the part of the company. The business has been pushed very aggressively all along the line, and when the new Columbia store at Duluth is opened this month, under the management of A. W. White, now connected with the Western Talking Machine & Supply Co., Dillbahner & Feinberg, proprietors. They will operate as manufacturers' agents, selling to the jobbing trade, and will handle everything from a needle to a machine. They have already secured a fine line of accounts, embracing disc and cylinder machines, records and accessories. Mr. Feinberg leaves to-day for a month's trip around the loop. The firm's office is at Suite 15, 185 Dearborn Street.

The programmes for the entire week are published in pamphlet form, and the selections are all such as appeal to persons of cultivated musical taste.

B. Feinberg, for the past two years representing the Zonophone Co. in the Northwest, and a man of long experience in the talking machine line, has come to Chicago, and has associated himself with Frank Dillbahner under the name of the Western Talking Machine & Supply Co., Dillbahner & Feinberg, proprietors. They will operate as manufacturers' agents, selling to the jobbing trade, and will handle everything from a needle to a machine. They have already secured a fine line of accounts, embracing disc and cylinder machines, records and accessories. Mr. Feinberg leaves to-day for a month's trip around the loop. The firm's office is at Suite 405, 185 Dearborn Street.

The programmes for the entire week are published in pamphlet form, and the selections are all such as appeal to persons of cultivated musical taste.
Mr. Peacraft, of the Tea Tray Co., was a recent visitor. While in the east the latter part of last month Mr. Turck of the Wurlitzer Co., of Cincinnati and Chicago, has been in charge of the sales to old customers of the house. Mr. Peacraft, of the Tea Tray Co., was a recent visitor.

Mr. Aton has recently inaugurated a Horn Support for Edison phonographs. This is the simplest, neatest and most practical Horn Support on the market. Has many advantages over other devices of this kind. Is adjustable to different size horns, holding the largest size bell horn perfectly without tipping the machine.

The Chicago stand Co., 266 Wabash avenue, Chicago, is having an excellent business on their Chicago horn support for Edison phonographs. It has many points of excellence, including that of "invisibility" when the machine to which it is attached is viewed from the front. It is simple to attach and detach, and folds up into a package 1/4 inches by 21/4 inches by 15 inches in length, allowing same to be packed inside of machine case. Handsomely finished in heavy nickel plate.

Ask your jobber to send you a sample. Retail price $1.50 each.

CHICAGO STAND CO.
266 Wabash Avenue, CHICAGO

Record and Machine Cases

We manufacture a full line of cases for Cylinder and Disc Records, Machine Cases and Horn Cases. Carrying goods in stock, we can make prompt shipment. Our quality is the best, and prices right. Ask for our catalogue.
in construction, neat in appearance, and when Mr. Weurt, who has had several years
in charge of Mr. Wurz, who has had several years
Mr. Moody, city sales manager for the Talk-
ing new edition of the International Encyclo-
beings of the Columbia Phonograph Co., in
Chicago, Ill., Oct. 11, 1906.

Mr. Ornstein, the sales manager of the Victor
ness only for our living

A man, city man for the National Phonograph

Mr. Geissler, of the Talking Machine Co.,
had a sunbeam storage capac-
the Salvation Army in Cleve-

One of the most popular men visiting the Chi-

The Salter Mfg. Co., 102-108 North Oakley ave-

James I. Lyons has opened his fourth retail

The six drawers are well fitted

and a scientist, was the first practical talk-

We do no retail

We have new ideas in

Not a Machine held back

For Retail business

We depend on your business

Exclusive Victor Distributors.

CHICAGO, ILL.

The Handy Counter X

The Handy Counter

X RECORD RACK

Just the thing for

Holding new

Monthly Records

Beautifully Indexed
List $3.50

Exhibition Needles
Our Brand

Your Imprint on each

envelope

Write for sample

Remember

WE WHOLESALE EXCLUSIVELY

Before placing your Fall

stock order

Write for our accessory

catalogue

We have some new ideas

in Cabinets

CHICAGO, ILL.

4.1
THE TALKING MACHINE WORLD.

IMPROVED HOLDING TRAY

For Cylinder Records Is Being Placed on the Market by J. N. Blackman—Envelope System Another Specialty—Blackman Brush In Demand.

A patent application has been made by J. Newcomb Blackman, proprietor of the Blackman Talking Machine Co., New York, for an improved folding tray for cylinder records. It is shipped flat and very simply folded. One of the principal features of this tray is that the bottom or sides are perfectly smooth, allowing the boxes to be withdrawn and replaced without danger of pulling out and upsetting other trays. They also lay closer, economizing space, the locking folds being on the end of the box. They are made of heavy fine paste board.

Another new specialty of the company is the Blackman envelope system, that provides a complete file—one envelope for every record in the catalogue. The number of the record is entered at the top right-hand corner, as shown in the accompanying illustration. If the record is sold the envelope is removed from the box and laid one side to be ordered.

The Blackman Co. are now manufacturing three styles of brushes for the phonograph, and a new style (No. 16) for disc records, that clamps on the sound box, of which the models are illustrated and described on another page. The company also desires to inform the trade that Messrs. Rogers and Ferguson, Vincennes, Ind., who were in litigation, have now made an arrangement with the company a complete assignment of all claims on record brushes. Therefore, the Blackman brushes will be manufactured under the Place and For- sell patents, issued September 26, and October 2, respectively, that appear elsewhere in The World’s patent department. Another patent will be issued shortly.

NEW VICTOR MACHINES.

Under date of October 1 the Victor Talking Machine Co., Camden, N. J., sent out the subjoined circular to their dealers, in which the latest style Victor, with the new worm or spiral gear motor, are announced as coming through the factory, viz.:—

"We are pleased to inform you that our new style Victor 4, 5 and 6, with the worm or spiral gear motor, are now coming through the factory in fair quantities, and we are concentrating shipments of these machines in small quantities to your distribu- tors. There is no change in the general appearance of styles 5 and 6, the cabinet only being slightly larger to accommodate the new motor. The style 4 will appear in a solid mahogany cabinet, with the speed regulator as used on style 6, and will be shown only in this cabinet in our forthcoming catalogue to be issued in about one month.

"This, then, will give you two styles (4 and 6) in mahogany—a very acceptable wood—and we think improves the salability of the entire line. We predict a great future for style 4 in its new cabinet and equipment. With these changes our line is uniformly consistent throughout, with motors practically standardized and built on a principle and of a quality such as will insure perfection in their operation."

COOPER CO.'S NEW LINE OF CABINETS.

The James W. Cooper Co., of Philadelphia, Pa., have just brought out a complete new line of over 50 disc and cylinder record cabinets. These embody all the skill and excellence in construction gained after years of experience in this line of work. Without solicitation their goods have been handled for a number of years in this trade, and the quantity of orders which they are receiving is now keeping their plant at the corner of Washington avenue and 17th street working overtime, speaks most strongly for the high quality of their product. However, they are now going into this business on a larger scale, and have just compiled a handsome new catalogue for an entirely new line of cabinets, with special prices, which will be of immense interest to the talking machine dealer everywhere. In their advertisement, which appears in this issue, can be seen a sample of this attractive line.

C. C. COLLIER WITH REGINA CO.

Charles C. Collier, at one time manager of the Musical Echo Co., Philadelphia, and more recently head salesman with Sol Bloom on 42nd street, New York, has become connected with the talking machine department of the Regina Co., 17th street and Broadway, in a like capacity.

NEAL, CLARK & NEAL CO. REMOVE.

Neal, Clark & Neal Co. have moved out of their old quarters at 647 Main street, Buffalo. The new quarters are located in new and more commodious quarters at 643-645 Main street. A feature of the firm’s progressive policy will be monthly rebids, and several innovations entirely new to the talking machine business are under consideration by the firm.

IMPORTANT TO JOBBERS!

We are direct factory representatives for manufacturers of
Talking Machines, Premium Cabinets, Disc Records, Sound Boxes, Cylinder Records, Record Racks, Record Cabinets, Tone Modifiers, Carrying Cases, Horns, all styles, Cranes and Horn Stands, Needles, and a full line of parts and supplies.

WESTERN SALES AGENTS FOR KOMPACT COLLAPSIBLE HORNs.

Disk-O-Phone and Picture-Phone Machines

Remember, we are not jobbers but manufacturers’ agents.

When you deal with us you deal direct.

Western Talking Machine and Supply Co.

FRANK DILLBANNER and B. FEINBERG, Proprietors.

Suite 405, No. 158 Dearborn Street, Chicago.
TRADE NOTES FROM BOSTON TOWN.

Every Talking Machine Store in the Hub a Hive of Industry These Days—Exploiting the Auxetophone—The Victor in Great Demand Reports the Eastern Talking Machine Co.—Columbus Co. Opens New Branch Stores—Read & Read to Remove—Winchell Co.'s Activity—Osgood’s Campground—Publicity Reports from Oliver Ditson Co.—A Story Worth Relating—News of the Month in Detail.

(Special to The Talking Machine World.)


Every talking machine store in the city is like a hive of industry just now, the fall trade began in earnest with the first day of this month, and no let up is in sight as yet. It seems as though the demand for high-grade machines grows with each week, and the arrival of the Victor Victrola and the Auxetophone is going to give a further impetus to this demand.

An excellent idea for making popular the Auxetophone is put forth by a salesman at the Eastern Talking Machine Co.'s store. He suggests arranging to give a recital in the different sections of the city, before men's clubs, church organizations and even in private houses where wealthy men have large halls. A number of the newer mansions are equipped with halls for dancing, and here the Auxetophone will be invaluable, for when the guests get tired of dancing and want to rest, they can be entertained with opera or ragtime, as best suits their fancy.

The Victrola is "going some" at the Eastern Talking Machine Co., and of this demand is reported a quarter greater than the supply," as Wholesale Manager Chamberlain says. "We are all out of them, both for wholesale and for retail. The $500 machine will be a great seller as soon as we can get enough of them," he says.

The little Victor dog is making a hit at this store. He is placed upon the floor directly in front of the open door. At his back is a fine Victrola, and as people pass by the door they see this tiny pup sitting there, his ear cocked up, and he looks at them with the utmost expression imaginable. The people stop, laugh and come into the store to get a closer look at him. Then it is but the work of a moment to get them interested in the Victrola and the talking machines of a lower grade. Many a sale has been started by this little dog of paper mache. And the best of it is, he doesn't demand a commission.

The Columbia Phonograph Co. have opened two new branch stores, one in this city at 10 Bowdoin Square, under the management of Aaron Schaubel, and the other at 55 Market street under the management of J. C. Campbell, formerly of the commercial department. Business is reported as "bang-up" and improving every day. A fine display of Columbia records is being made in the window this hour.

Messrs. Read & Read are to remove within a week or ten days to a street floor store in the same building, having rented a fine store on Essex street, opposite the new Henry Siege Co. store. This will give them added room, better light and be a much better location for them than up one flight. A number of new lines of machines and records will be carried, and it is hinted by Mr. Read that he is to have some one come to give him in the management of the store just as he is to have it not announce at present.

The Winchell Co. are doing a rushing business in the Sonophonies this season, and despite their enlarged quarters are finding them selves crowded for room. The glass-paned rooms for display of records, which this firm was among the first to adopt, have proven a blessing both to customers and to salesmen. Mr. Winchell keeps on hand all the latest cabinets for keeping records and has a big sale on them.

Manager Winkelman, of the Oliver Ditson warerooms, reports an enormous trade on the Victor operatic records. "It seems as if everybody in town wanted to hear the grand opera singers," says he. The Ditson clientele is just the sort that appreciates the Victrola. A number of improvements are in contemplation at this company's stores in order to give much needed room.

"When in doubt buy of Osgood" is the catch-line that has made C. E. Osgood famous, and it is being used to good advantage in the advertising campaign on talking machine goods. This concern is doing a splendid business.

At the Boston Cycle & Sundry Co. the addition of a department for the manufacture of the famous Boston touring case for records is adding to their already large business in whole saling talking machines and supplies, and making things lively there at all times. A big line of Searchlight horns is now carried, and there is a big demand for them among the dealers to whom this firm sends supplies.

There was a bit of fun the other afternoon in one of those phonograph parlors opposite the Common that was not down on the program. A typical son of Ireland strayed in, picked up an ear trumpet and adjusted it. Gradually his face brightened into one great, big heart-wining smile. The old fellow sat there for a minute being a stunt that looked like a cross between the can-can and an electric shock. An inquisitive individual peered over his shoulder to ascertain the cause. In the old fellow's hand was a phonograph rendered "Old Rosin, the Bow," and found the broad grin not a sufficient vent for his feelings, hence the steps.

P. Pomero, of the well-known firm of P. Pomero & Co., of Philadelphia, manufacturers of orchestral and other musical specialties is now on an extensive trip to call on the trade throughout the country, and is not expected back for about six weeks. The business of this company is rapidly expanding.

Our Complete and Comprehensive Stock includes:

- Edison Phonographs, all styles.
- Complete Stock of Records, Horns, Black and flower horns, new designs, Herzog Cabinets, Disc and Sheet Music.
- Cylinder. Carrying Cases.
- CD STANDS AND CRANES
- The Ten Tray Co. and Hawthorne and Shible Co.'s Products are fully represented.

We May Have the Record You Failed to Find Elsewhere.

Open Your Account with us Your Orders will have prompt attention.

The C. E. OSGOOD CO.

Wholesale Distributors
744-746 Washington St., BOSTON
DEALERS! Attention!!!

BUY

RECORDITE FOR DISC RECORDS

BIG $$ $$ $$$ PROFITS NOW READ

RECORDITE Cleans, Preserves, Polishes and Lubricates all kinds of DISC talking machine RECORDS. It is in handy paste form, and is the result of careful scientific investigation and research. To introduce we will send you a sample dozen on 15 days' trial for $3.00, expressage prepaid. If you are not satisfied that you can sell it by the end of the 15 days, return it to us at our expense and we will refund your money. RECORDITE retails for $1.00 a box. Each box contains enough for 250 records. 50 per cent discount to the trade. Put up only in packages of 1 dozen. Fill out the coupon below and you will get our introductory offer.

Recordite Co.,
1905 Park Ave., N. Y. City.

Gentlemen—
In closed find $3.00, for which send to express paid, on 15 days trial One dozen Recordite, subject to the conditions mentioned in the above advertisement.

Date

WE FURNISH ATTRACTIVE SIGNS AND CIRCULARS.

RECORDITE CO.,
1905 PARK AVE., N. Y. CITY.
At the Banquet Given to Mr. Marconi Last Month at the Columbian Club Mr. Cromelin, the noted inventor of the wireless telegraph, visited the factories of the Columbia Co. at Bridgport, Conn., for the purpose of touring the plants and becoming acquainted with the personalities of the company, with whom he is now connected.

At the dinner tendered Mr. Marconi in the evening consider the sound recording art; the achievement of mental conceptions, and we still must resort to after-dinner speeches.

Perhaps this is a long look into the future, but these are the indications that perhaps some time at this time, when, crowded with truths in that branch that are active in the field to which you have already contributed so much, you will devote some time and thought to a kindred art, which offers so much to the world, and there is still another room and need for immediate improvement in evidence every day, which some person wrote who evidently does not fully appreciate what has already been done.

Some progress along this line has been made. It seems, however, that this is not to be, and to my friend, Mr. Marconi, has not yet perfected his new invention for the transmissionless or transmission of mental conceptions, and we still must resort to after-dinner speeches.

Mark his association with our enterprise.

It occurred to me that one of the features that would contribute to this delightful informality would be the tabling of after-dinner speeches. It seems, however, that this is not to be, and to my friend, Mr. Marconi, has not yet perfected his new invention for the transmissionless transmission of mental conceptions, and we still must resort to after-dinner speeches.

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A GOSPEL SONG TO A JURY.

The Graphophone Court Argument of a Rosedale Lawyer—"Ask the Saviour to Help You," Sang the Machine—The Jurors Decided a Man of 58 Wasn't Guilty of an Assault and There You Are.

Ask the Saviour to help you, comfort, strengthen and keep you. He is willing to aid you—

He will carry you through.

A graphophone in George H. Cooke's Justice Court in Rosedale yesterday afternoon proved to be the deciding factor in a case of attempted murder in which John McDonald, his wife and daughter and two other women were on trial. It was a part of the argument of Rush L. Fisette, a lawyer.

He was attorney for Joseph Ager, a German, 58 years old, who was on trial. John McDonald, a farmer living two miles west of Rosedale, accused Ager of attempting to stab him with a paringknife Sunday, September 6. After the hymn Mr. Fisette went on:

"Now if each member of this jury will apply the words of that song to himself and ask for Divine help in arriving at a verdict in this case it won't take you long to acquit this old man. I brought that graphophone down here thinking it won't take you long to acquit this old man. I brought that graphophone down here thinking its music might inspire us all. Already I feel better. I am sure it has done the court good; the jury looks refreshed and the prisoner seems reassured."

McDonald, his wife and daughter and two other witnesses testified that Ager took the knife from his pocket and made a "lunge" at McDonald. The jury was only a few minutes in signing a verdict of "not guilty."

A month ago Fisette succeeded in freeing four boys accused of stealing watermelons by reading a chapter from the Bible to a jury in Justice Cooke's court—Kansas City (Mo.) Times.

"TALKER" TO PREACH THE GOSPEL.

(Special to The Talking Machine World.)

Cleveland, O., Oct. 6, 1906.

To spread the gospel in the streets of Cleveland the Salvation Army is planning to use the talking machine. In this way Major Connett, Commander of the Citadel in the absence of Col. H. B. Ho's, hopes to have sermons delivered to passersby who never stop to listen to street preachers or enter places of worship.

Talking machine dealers throughout the country are steadily appreciating the value of window display. There is no better advertiser than the window, and the dealer is very unwise who does not use it advantageously, and his display should be always unique and often changed.

Speaking of window displays brings to mind the very effective showing made by the manager of the Columbia Phonograph Co.'s establishment in Cleveland, O. The window, which is pictured here, was, of course, designed to catch summer trade and was most successful in this connection. It moreover attracted considerable notice and praise aside from being a trade incentive.

The talking machine is playing such an important part in so many varied fields that it is not over difficult to utilize it effectively for window advertising, provided some effort and originality are concentrated in the work.

Parishioners are joining a trust which has for its purpose the making and selling of phonographic records of their own voices. Down with the trusts!

IF YOU Are looking for the Best in Band Instruments

The House of York with eminently satisfactory results.

The above-named firm manufacturers nothing but the very best that is produced in the brass instrument line, and productions include cornets, cornets, horns, trombones, tenors, baritones, basses of all kinds and sizes, which the firm is now featuring with unparalleled results.

A very handsome Illustrated Catalogue of the York Instruments will be mailed free of charge to any one requesting it, also catalogues of Music for Band or Orchestra, each containing volume pieces for Cornet or Violin, as the case may be, and with your request, with current advertisements of other fine instruments.

THE BAUER CO., GRAND RAPIDS, MICH.

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

"Phonographische Industrie"

GERMAN TALKING MACHINE MONTHLY

Ask for a free sample copy

Charles Robinson
Editor and Prop.
Berlin = = = Germany
Breiter Strasse 5
TRADE NOTES FROM ST. LOUIS.


(Special to The Talking Machine World.)


The past month has been a very satisfactory one to the dealers in talking machines here, and they all report a lively state of activity during that period, with prospects that it would be hard to improve upon.

D. B. Ramsdell, manager of the St. Louis Talking Machine Co., reports a very good trade, and says that the arrival of the Victor Victrola, their new $200 instrument, made a decided hit. Mr. Ramsdell reports the sale of eight of these instruments in one week recently. The new Vict.-phone arrived a few days ago, and is making numerous friends. This firm is still short on Nos. one, two, three, four and five Victors.

Manager W. C. Pulver, manager of the Columbia Phonograph Co., reports trade very good all through his territory, and that he looks for a further surge of business. He recently secured an order for a fine Edison phonograph from Manila, P. I., and he expects to have it in operation by Nov. 1.

WE ARE ENLIGHTENED

By a Solomon Regarding the Functions of the Various Kinds of Talking Machines and Their Weak Points.

"It is quite a general notion, born partly of ignorance, partly of Mr. Edison’s intimate connection with things electrical, that the phonograph and its congeners, the graphophone and gramophone, are somehow electrical in their action. This is not the case," observes a writer in the American Inventor. "The phonograph is purely mechanical from first to last—as mechanical as the string telephone. There is a mouth-piece, a diaphragm, a cutting point fixed thereon, and a sheet of wax. Words uttered in the mouthpiece cause air vibrations. These cause the diaphragm to vibrate, raising and lowering the cutting point or stylus. This cuts into the wax, making rough, wavy lines or tracks or jagged indentations. When this track is drawn beneath a stylus it goes the diaphragm up and down, causing the air in the mouthpiece and the attached horn to vibrate therewith, and, voila, the reproduced speech. I have used the term ‘jogs’ advisedly. It precisely conveys the action and suggests the crudeness of the means used. The result is as crude as an old sand casting compared with those marvels turned out by the Franklin process. This confusion has just erected a fine display booth in their store.


The Faults of the present phonograph and its derivatives, lie not in their construction, but in the principle on which they are built, and the three elements, the mechanical record, the mechanical stylus, and the mechanically operated diaphragm."

This Solomon of the pen writes, indeed, gibbly of one of the wonderful arts of the world, and it is evident what he does not know about sound reproduction, as demonstrated by the talking machine, would fill several volumes.

E. A. Vaughan, the music dealer of Princeton, II., is giving particular attention these days to talking machines, and is carrying an unusually large stock. A recent advertising feature was the distribution of sheet music containing his advertisement on the back cover page.

The Folding Phonographic Horn Co., New York, has been incorporated, with a capital of $20,000. Directors: M. L. Munson, J. W. Foxier and F. W. Leiherm.

"De Luxe" is the title of a series of extra high-class records now being manufactured by the Victor Co.
COMPETITION AS A STIMULATOR.

Battle for Trade Becoming Keener—Dealers Must Adopt Every Modern Idea and Improved Device to Maintain Their Position.

Competition is keen in the talking machine industry and is becoming keener every day, and to the man who believes in and utilizes up-to-date methods will fall the laurels of success. It is an old saying with The World that you cannot evolve too many ideas to help trade. Dealers cannot be too busy, and some of the essentials to this end are to keep the store at all times attractively arranged. Present in the daily advertisements special features which will lure the public from the vacation spirit and put them in the mood to stay indoors and enjoy the good things provided by the modern "talker."

Often some dealers wake up too late to the modern spirit of commercial enterprise, and then they wonder how it is that "the man down the block" has had to move into more spacious quarters while he has all he can do to pay the rent. There is one certain rule for success: "Always be on the go." When trade is brisk you can supply it promptly and satisfactorily; when things are dull work doubly hard to improve them.

The giving of concerts to which the public has free admission is a good instigator to business. Advertise the giving of these entertainments, free admission is a good instigator to business. Often some dealers wake up too late to the modern spirit of commercial enterprise, and then they wonder how it is that "the man down the block" has had to move into more spacious quarters while he has all he can do to pay the rent. There is one certain rule for success: "Always be on the go." When trade is brisk you can supply it promptly and satisfactorily; when things are dull work doubly hard to improve them.

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The Perry B. Whitsitt Co., of 213 South High street, Columbus, O., have been holding extended demonstrations of the teaching and successful displays are also a strong drawing card and one which should receive close attention. These displays are also a strong drawing card and one which should receive close attention. The Perry B. Whitsitt Co., of 213 South High street, Columbus, O., have been holding extended demonstrations of the teaching and successful displays are also a strong drawing card and one which should receive close attention. These displays are also a strong drawing card and one which should receive close attention. The Perry B. Whitsitt Co., of 213 South High street, Columbus, O., have been holding extended demonstrations of the teaching and successful displays are also a strong drawing card and one which should receive close attention. These displays are also a strong drawing card and one which should receive close attention. The Perry B. Whitsitt Co., of 213 South High street, Columbus, O., have been holding extended demonstrations of the teaching and successful displays are also a strong drawing card and one which should receive close attention. These displays are also a strong drawing card and one which should receive close attention.
THE BUSINESS TALKING MACHINE.

Vast Strides Recorded in the Development of This Great Commercial Aide—An Important Adjunct of the Trade.

It is within a year that special departments were created by the manufacturers for the promotion and introduction of the commercial or business talking machine. Success followed immediately, and this branch of the trade has grown so rapidly as to astonish even its most sanguine advocates. Branch offices have been established in the principal cities by the manufacturers, who are handling the business direct, though it is possible the general trade may be accorded a portion of what promises to be as important a proposition as the entertainment machine is at present. The cleverest and brightest men have been engaged to demonstrate and introduce the commercial system, schools of instruction have been established, and a plant created, the organization and success of which is most gratifying.

Quoting from the handsome catalogue issued by the commercial department of the National Phonograph Co., as to the Edison business machine, the following brief but comprehensive description is found: "Several years ago Mr. Edison applied his wonderful energies to the perfection of the phonograph as an ammenity for the business world. With characteristic insight into the commercial situation, he recognized that the business men required not only an instrument that would give nearly human service, but a system recommended with it would make its operation clear and avoid any trouble or experiment on his part. The outcome was the Edison commercial system, in which the business phonograph has made a link of the greatest economical importance in the chain of modern business dictation and transcription."

The only known other system in the market is the graphophone, manufactured by the Columbia Phonograph Co., General, and its sale is being pushed vigorously and aggressively. At the eighth annual meeting of the National Short-hand Reporters' Association, the commercial graphophone department of the Columbia Phonograph Co. had a very interesting display of commercial graphophones and supplies in charge of J. W. Binder. Two of the new models machines exhibited elicited much favorable comment, and not a little substantial business. At the same convention Frank Weller, one of the oldest users of the graphophone for transcription, read a paper on "Reporting Testimony Direct on the Graphophone." The address dealt with an experiment substituting a "recorder" for a "reporter," who dictated testimony direct to the graphophone, instead of taking it down in shorthand and then redictating.

Early last month Nelson C. Durand, manager of the Edison commercial system of the National Phonograph Co., went West to visit and inspect the various offices handling the business phonograph.

EASTERN TALKING MACHINE CO.'S WARNING.

R. F. Tuft, general manager of the Eastern Talking Machine Co., Boston, Mass., has sent out the following warning to the trade: "We have been informed that a person using the name of A. Frech and representing himself as an agent of ours, is calling on the trade throughout New England. We have no representative of this name and no knowledge whatever of the man or his object, and therefore will not be responsible for his actions." The Eastern Talking Machine Co. would like to get information regarding this party, and will appreciate any information in this connection.

The Hawthorne & Sheble Mfg. Co., of Philadelphia, Pa., have just exhibited elicited much favorable comment, and purchased a machine for some time and they had become part of the life of the village. The foregoing is merely an instance of the far-reaching influence of the "talker" and the remote places to which it is carried. Very likely it would have been almost impossible to have transported pianos safely through, even if the villagers had had the price. The mandolin and guitar of the serenading cavalier was becoming monotonous to the twentieth century talking machine stepped in.

WHY NATIVES WERE NOT SURPRISED.

Excellent Story from the Land of Don Which Shows That Talking Machines Are Now Found in Every Corner of the Globe.

A Spaniard from one of the small peasant villages, hidden away among the pines of the Pyrenees, who had come to the United States and been very successful in a certain line of trade, decided to return to his native heath and renew friendships among his old neighbors. In thinking over what would be the most appropriate and representative souvenir of his adopted country, in rich in its wonderful productions, he decided that a talking machine would cause the greatest astonishment, and purchased a machine forthwith, not overlooking a liberal stock of records. When he got to his home village and started the "talker" to work with one of the standard records, it did not produce the effect he had anticipated, the audience expressed their appreciation of music, but even after the second and third numbers, they did not stand spellbound with amazement. Upon inquiry it was found that nearly every household had possessed a talking machine for some time and they had become part of the life of the village.

RECENTLY INCORPORATED.

The Leschbrandt Mfg. Co., Philadelphia, Pa., has been incorporated under the laws of Pennsylvania with the object of "acquiring, manufacturing, operating and displaying of talking machines and rights appurtenant thereunto." Incorporators: Elmar Leschbrandt, Jules E. Aronson and Samuel W. Woodford, Jr.

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.

NATIONAL PHONOGRAPH CO. NEWS.

Among the recent appointments made by the National Phonograph Co. are those of Gilbert R. Harris as manager of the commercial machine department in Boston, and M. R. Compton, manager of the commercial phonograph department in Philadelphia. Both these gentlemen were formerly connected with the New York headquarter.

OUR HORN DEPARTMENT.

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.

STANDARD METAL MFG. CO.

MANUFACTURERS OF

PHONOGRAPH HORNS AND SUPPLIES

FACTORY, Jefferson, Chestnut and Malvern Sts., NEWARK, N. J.
NEW YORK OFFICE AND SAMPLE ROOM, 10 WARREN ST.
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 any other house in the Talking Machine business, so our customers tell us.

BENJ. SWITKY
Phone 665
150 Tremont St., BOSTON, MASS.

I. DAVEGA, Jr., Jobber of EDISON PHONOGRAPH and VICTOR TALKING MACHINES, RECORDS and SUPPLIES
Large Stock of CYLINDER and DISC CABINETS
125 W. 125th St., NEW YORK
WM. H. FREELAND, Mgr., Wholesale Dept.

You Can Get Goods Here
Edison Victor JOBBERS DISTRIBUTORS
Our wholesale depot is a mile from our retail store. Records are not mailed over for retail customers and then shipped out to dealers. Dealers buying from us get brand new goods just as they come from the factory.

McGREAL BROS., Milwaukee, Wis.

NEW ENGLAND JOBBO* HEADQUARTERS
EDISON AND VICTOR
Machines, Records and Supplies.
THE EASTERN TALKING MACHINE CO.
177 Tremont Street - - BOSTON, MASS.

You Can Get Goods Here
Edison Victor JOBBERS DISTRIBUTORS
Our wholesale depot is a mile from our retail store. Records are not mailed over for retail customers and then shipped out to dealers. Dealers buying from us get brand new goods just as they come from the factory.

John F. Ellis & Co.
Washington, D.C.

VICTOR TALKING MACHINES
Wholesale and Retail
Largest Stock in the South

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

FINCH & HAHN.
Albany, Troy, Schenectady.
Jobbers of Edison Phonographs and Records.
Largest Complete Stock

C. B. HAYNES, EDISON JOBBER
Exclusive Agency
Rapke Cranes—Mega Horns
602 EAST MAIN STREET, RICHMOND, VA.

NEAL, CLARK & NEAL CO.,
BUFFALO, N. Y.
Jobbers of Edison, Columbia, Zonophone and American machines and records.

The Eclipse Musical Company
JOBBERS of EDISON PHONOGRAPH, VICTOR TALKING MACHINES, RECORDS and SUPPLIES.
LARGEST STOCK OF EDISON PHONOGRAPHS and RECORDS in the U. S.

Harger & Blish
Western Distributors for the VICTOR COMPANY.
It's worth while knowing, we never substitute a record.
If it's in the catalog we've got it.

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

Minnesota Phonograph Co.
ST. PAUL, MINNEAPOLIS
304 6th Street
518 Nicollet Avenue
Edison Phonographs and Records
ALL MACHINES, RECORDS and SUPPLIES
Write for Prices on Supplies.
Orders filled same day as received.

Babson Bros.
304 WABASH AVENUE
CHICAGO, ILL.

Special attention given DEALERS only, by O. M. NISBETT, Manager, Wholesale Department.

LARGEST STOCK of Edison Phonographs and Records in the U. S.

Southern California Music Co.
EVERYTHING FOR TALKING MACHINES
Edison and Zon-o-Phone Jobbers
LOS ANGELES, CAL.

Klein & Heffelman Co.
Canton, OHIO.

Edison & Victor MACHINES, RECORDS and SUPPLIES
Quickest service and most complete stock in Ohio

Jacot Music Box Co.,
59 Union Sq., New York.

Mira and Stella Music Boxes.
Edison and Victor Machines and Records.

Victor Talking Machines and Records
SELF-PLAYING PIANOS.
Catalogs and Prices on Application.

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

VICTOR DISTRIBUTOR
EDISON JOBBERS
All the Latest Novelties in Talking Machines, Attachments, Supplies, Etc.
The talking machine business in Texas is booming. During the heated season there has been no let-up and all the jobbers and dealers report unprecedented business. The newspapers have enjoyed splendid advertising patronage from the progressive phonograph dealers. Many are using quarter and half-page copy to exploit their talking machines, and great rivalry exists for supremacy.

The largest establishment in Texas is the Texas Phonograph Co., at Houston. They job Edison and Zonophone lines, requiring two traveling salesmen to cover the State. Texas is so large that outsiders, crossing the State for the first time, are amazed that when they enter the State at Orange, Tex., on the east, that they are a thousand miles from El Paso. In the western State at San Antonio, they find an outlet through live Brass Trumpet Horns which they have never heard in the East before.

During the heated season there has been increased business with the talking machine business, and possesses a wide acquaintance among railway officials throughout the United States. C. B. Haynes, who recently established himself as a jobber at Atlanta, has been well known to the Texas trade, and there have been many good will expressions sent to Mr. Haynes in his new venture.

The Southern Music Co. Edward Anderson, president, have extended their business to include talking machines, which they plan to handle extensively on the piano installment basis.

**Trade News from Atlanta.**

Talking Machine Business With the Dealers Has Assumed Undreamed of Proportions.

(To the Talking Machine World.)

Atlanta, Ga., Oct. 1, 1906.

The talking machine trade throughout the Southern states and especially in this section has assumed undreamed of proportions and is still steadily growing, with no immediate prospect of a decline. With the dealers it is not a question of securing business but of getting sufficient goods to satisfy the demands of present customers, and it is a tough proposition in many cases.

Ed Holleman, secretary of the Texas Phonograph Co., has resigned to engage in business for himself at Winston Salem, N. C. He will retain his interest in the business, but is now engaged in the manufacture of pianos and organs, but this is the first time they have shown an interest in talking machines.

The Texas Railroad Commission has at last recognized the arguments of H. M. Holleman, of Houston, and reduced the State rate on talking machines from one and one-half to first class, and they now conform to rates in eastern and central states territory. Better late than never, but until now the rate between cities in Texas has exceeded the rate from New York to some points, and it was a wonder the New York jobbers did not take advantage of this feature and grip the Texas dealers’ business upon the argument that their freight charges would be less. However, the opportunity passes with the reduction in rates which is expected any day.

M. Hohner “TRUMPET CALL” Harmonica

Supersedes any mouth-organ that has ever been placed on the market.

No. 220. This instrument which has lately been offered to the trade is endorsed with a phenomenal amount of tone power. The reeds are directly connected with a wooden sound-box, into which the tone passes, and finds an outlet through five brass Trumpet Horns which project from the box. No Harmonica of this kind has ever been shown to the trade before, nor is there any which increases the tone so wonderfully. In the hands of an expert player this instrument can be made to sound like a church organ. In producing this instrument the house of Hohner has again shown great results from its constant effort to bring the Harmonica on the level with a high-class musical instrument. The mouth-organ has 10 double holes, 40 reeds, brass plates and is full concert. M. Hohner, 475 Broadway, New York.

For a Powerful Organ-like Tone the New M. Hohner "TRUMPET CALL" Harmonica

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M. Hohner, 475 Broadway, New York
### NEW EDISON GOLD MOLDED RECORDS.

Edison Gold Molded Records are made only in standard sizes. Both Rhythm and Concert Records are offered. "Stand Up and Vote" was just released. If Concert Records are wanted, give the number of the record. Also available are Edison Melodiscs. Prices 93 cents a dozen.

<table>
<thead>
<tr>
<th>Number</th>
<th>Title</th>
<th>Artist/Composer</th>
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<tbody>
<tr>
<td>9398</td>
<td>Let Me Ride a Soldier's Rail from &quot;Manitou&quot;</td>
<td>William F. Sprague</td>
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<tr>
<td>9397</td>
<td>Million-Dollar Baby</td>
<td>Harry Murray</td>
</tr>
<tr>
<td>9396</td>
<td>Be on Guard, from &quot;Crimson&quot;</td>
<td>Harry Murray</td>
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<tr>
<td>9395</td>
<td>The Old Hundredth</td>
<td>Harry Murray</td>
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<tr>
<td>9394</td>
<td>The Honey That Gets the Honey Doesn't Get the Bee</td>
<td>Charles F. Keck</td>
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### NEW COLUMBIA 12-IN. DISC RECORDS.

The NEW COLUMBIA 12-IN. DISC RECORDS are of DISK and CYLINDER type.

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<tr>
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<tr>
<td>30019</td>
<td>&quot;The Music Makers&quot;</td>
<td>Marsh</td>
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<tr>
<td>30020</td>
<td>&quot;The Music Makers&quot;</td>
<td>Harry B. Lobb</td>
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<tr>
<td>30021</td>
<td>Jess and Joe</td>
<td>John and Joe</td>
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<tr>
<td>30022</td>
<td>Iola</td>
<td>L. A. Elms</td>
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<tr>
<td>30023</td>
<td>&quot;Iola&quot;</td>
<td>L. A. Elms</td>
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### LATEST VICTOR RECORDS.

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<tr>
<td>4859</td>
<td>WHEN THE GIRL YOU LOVE LOVES YOU</td>
<td>Frank Wilson</td>
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<tr>
<td>4858</td>
<td>BEWITCHING BEAUTY</td>
<td>Frank Wilson</td>
</tr>
<tr>
<td>4857</td>
<td>OH! ELIZA, SAVE A LITTLE FOR ME</td>
<td>Henry Burr</td>
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<tr>
<td>4856</td>
<td>BYE, BYE, MA HONEY</td>
<td>Henry Burr</td>
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<td>4855</td>
<td>NOT BECAUSE YOUR HAIR IS CURLY</td>
<td>Henry Burr</td>
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<tr>
<td>4854</td>
<td>WHEN YOU COME OVER TO MY HOUSE</td>
<td>Henry Burr</td>
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<td>4853</td>
<td>WHEN YOU COME OVER TO MY HOUSE</td>
<td>Henry Burr</td>
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<td>OH! ELIZA, SAVE A LITTLE FOR ME</td>
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<td>SUSAN, KISS ME GOOD AND HARD</td>
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### INTERNATIONAL RECORD CO.

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<tbody>
<tr>
<td>3117</td>
<td>TENOR SOLOS BY HARRY TALLEY</td>
<td>HARRY TALLEY</td>
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<tr>
<td>3118</td>
<td>TENOR SOLOS BY HARRY TALLEY</td>
<td>HARRY TALLEY</td>
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<tr>
<td>3119</td>
<td>BARITONE SOLOS BY HARRY TALLEY</td>
<td>HARRY TALLEY</td>
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<tr>
<td>3120</td>
<td>SOPRANO SOLOS BY HARRY TALLEY</td>
<td>HARRY TALLEY</td>
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<tr>
<td>3121</td>
<td>BASS SOLOS BY HARRY TALLEY</td>
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### THE NEW UDELL LINE OF DISK AND CYLINDER RECORD CABINETS.

This has the right amount of originality and variation to make your customers "sit up and take notice." Not the same old conventional styles such as have been offered to the trade by other manufacturers for years, but something new, artistic and attractive that will surely get you the business.

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<tr>
<td>4860</td>
<td>MELODY IN F</td>
<td>F. Peters</td>
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<td>4859</td>
<td>WHEN THE GIRL YOU LOVE LOVES YOU</td>
<td>Frank Wilson</td>
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<tr>
<td>4840</td>
<td>WHEN YOU COME OVER TO MY HOUSE</td>
<td>Henry Burr</td>
</tr>
</tbody>
</table>
Mr. Dealer:

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

Victor Jobbers.

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

WRITE US IMMEDIATELY for special prices on our

NEW STYLE DECORATED FLOWER HORNS

Ask for Catalogue giving full particulars concerning

NEW HORN CRANE

Orders for "KOMPAKT" HORNS must be placed early on account of large demand.

New Jersey Sheet Metal Co.
9-11 CRAWFORD ST.,
Newark, New Jersey
U. S. A.
This improvement relates to the gramophone "reproducer" and the connections with that part of a phonograph corresponding, except as to the mechanical means for moving the valve plate, to Fig. 11 of said prior application. Fig. 2 is a sectional plan view through the reproducer and valve plate operating mechanism, taken on the horizontal central plane of Fig. 1. Fig. 3 is a detail sectional end view taken on line 3 of Fig. 2. Fig. 4 is a side view of the valve mechanism proper removed from the phonograph. Fig. 5 is a side view of the simplest form of my mechanism, the same being identical with Fig. 17 of said prior application. Fig. 6 is a horizontal sectional view taken on line 6 of Fig. 5, the same being identical with Fig. 13 of said prior application. Fig. 7 is a detail view of a modified form of this invention in which the valve plate is pivotally mounted.

This invention relates to an improved phonograph attachment, and has for its object to provide a device by which the ordinary cylinder record operating machines may be employed for operating a disc record, and thus adapting the one machine to both forms of records. Fig. 1 is a perspective view illustrating the improvements applied to the ordinary cylinder record machine. Fig. 2 is a sectional elevation of the same. Fig. 3 is a detail view showing the horn supporting device. Fig. 4 is an enlarged sectional face view of a machine having my invention applied. Fig. 5 is a detail view illustrating the reproducer and the manner in which it is secured to the supporting lever. Fig. 6 is a detail section of the same drawn on the line 6 of Fig. 5, and Fig. 7 and Fig. 8 are detail views of the reproducer, showing the form of a removable outer section which may be wrapped about the small end of the horn in order that the whole may be packed in a small compass.

Fig. 1 is a partly sectional side elevation of one embodiment of this invention. Fig. 2 is a partly sectional side view showing the removable section detached and wrapped about the small end of the horn, and Fig. 3 is a perspective view of the removable section.


This invention relates particularly to means for reducing the volume of sound-waves passing through the horn of the talking machine, whereby a machine designed for outdoor work or for a large auditorium may be used in a small room without discomfort to the audience. This invention consists in the use of a valve in the sound conveyer consisting of a sheet or plate of imperforate material so mounted adjacent to an opening in the side of some portion of the sound conveyer that it can be moved to a position in which it lies crosswise of or obstructs the sound-wave passage of the sound conveyer. In its preferred form the invention consists in the use of such a plate valve in combination with a novel form of mechanism for moving the plate of the valve backward and forward between opened and closed positions. Move in detail, this invention consists in an article of manufacture comprising a plate with a hole in it, with a valve plate mounted in a recess in said supplemental plate to close said hole, the whole being so constructed that it may be inserted at some convenient point in the sound conveyer of the phonograph.

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We will gladly mail U our New illustrated price list of TALKING MACHINES

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We can save you from 30 to 60%.
in contact with the "record." Fig. 2 is a full-size side view of the reproducers, showing the relative positions of the needle points on the record and part of the supporting bracket fork and clamp. Fig. 3 is a front view of the reproducers and conical box including them, showing the relative position of the needle points and connections for the horns. Fig. 4 is an inside face view of one of the reproducers. Fig. 5 is a detail view of the supporting bracket fork and clamps.


The objects of this invention are to secure automatically a return of the reproducer or

speaker of a talking machine to an initial position in said talking machine after the stylus of said speaker or reproducer has traversed the record, whereby said stylus will again be enabled to traverse said record and repeat the sounds to be reproduced, to perform said function more perfectly and at a reduced cost of construction, and to secure other advantages and results. Fig. 1 is a front elevation of a portion of a phonograph to which the improvements are attached. Fig. 2 is a plan of the same. Fig. 3 is a section taken on line x. Fig. 4 is a detail sectional view, showing a return dog engaging with a screw shaft, the section being on line x of Fig. 1, but with the parts in a different position from that shown in Fig. 1. Fig. 5 is a detail view of the supporting bracket fork and clamps.

Fig. 1 is a cross section of a graphophone, showing the reproducer in operative position. Fig. 2 is a similar view of the carriage and reproducer, the latter being raised out of contact with the record. Fig. 3 is a similar view, showing the record in place. Fig. 4 is a detail of the spring plunger. Fig. 5 is a detail in cross section of the sound conveying chamber of the reproducer, and Fig. 6 is an enlarged detail of part of the reproducer.

The objects of this invention are to provide a device in connection with sound boxes for talking machines such that the stylus of the sound box will not rest in contact with the record or the record grooves. The object of this invention is the provision of means for automatically adjusting the style holder. A further object of this device is to prevent the records from being injured by the needle or stylus if the sound box should be suddenly dragged across the record disc transversely to the record grooves.

Briefly this invention comprises an attachment for a sound box which is preferably pivoted thereto, but which may be manually operated or may be made automatically operative and inoperative by removing the sound box and needle from said disc and by the movement of the record disc.

FIG. 1 is an elevation of a sound box and a portion of the amplifying horn and showing the record in section. FIG. 2 is a rear elevation of the same sound box shown in FIG. 1. FIGS. 3 and 4 are detailed views of the means for retaining the safety device in its operative position. FIG. 5 is a front elevation of a sound box embodying another form of the invention; FIG. 6, a rear elevation thereof; FIG. 7, a transverse sectional view; FIG. 8, a view of the safety device detached from the sound box; FIG. 9, a view showing a modified form of the safety device or guard, and FIGS. 10 and 11 views showing another form of safety device.

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

LYON & HEALY, Chicago, Ill.
SHERMAN, CLAY & CO., San Francisco, Cal.
SHERMAN, CLAY & CO., Oakland, Cal.
SHERMAN, CLAY & CO., Seattle, Wash.
ULMER & DITZEN CO., Boston, Mass.
E. GITSON & CO., New York.
JOHN GRADY & CO., Bridgeport, Conn.
JOHN WAGEMARKER, Philadelphia, Pa.
KALK & BROMBERG, Rochester, N. Y.
BENTON, COTTIER & DANIELS, Buffalo, N. Y.
S. HAMILTON, Pittsburgh, Pa.
KRELL & CO., Cincinnati, O.
KRELL PIANO CO., Indianapolis, Ind.
FINZEN & HAMMER, Louisville, Kentucky.
D. H. MOOCH & CO., St. Louis, Mo.
A. HOSPE, Jr., Osaka, Nei.
S. HARRISON & CO., Washington, D. C.

Write for Catalogue and Prices.

JACOT Music Box Co.
39 Union Sq., New York
You're Not the Only Dealer Who

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

Broadway and Liberty Streets, New York City.
embodiment of that feature of the invention by
which the recorder will engage the blank by
gravity so as to cut to the desired depth irre-
spective of mechanical variations in the blank;
Fig. 5, a plan view of the same; Fig. 6, a greatly
enlarged view showing the blank in section, also
the preferred form of recording stylus in opera-
tive position and on the same scale, a grooving
tool preceding the same; Fig. 10, a section
line 10 10 of Fig. 9, showing the able cutting edges
of the preferred recording stylus; Fig. 11, a section-
al view of a modification of the stylus; Fig. 12, a
corresponding view of a further modification
thereof; Fig. 13, a view corresponding to Fig.
11, showing a further modification of the recording stylus; Fig. 14, a bot-
tom view of the stylus shown in Fig. 13; Fig. 15, a corresponding view illustrating a slight
modification of the stylus shown in Figs. 13 and
14; Fig. 16, a greatly enlarged view of the re-
cord groove formed with a cutting edged record-
ing stylus of the improved type, showing also
the smaller non-sinus grove; Fig. 17, a sec-
tion on the line 17 17 of Fig. 16; Fig. 18, a sec-
tion on the line 18 18 of Fig. 16, and Fig. 19, an
enlarged cross sectional view illustrating the en-
gagement with the record groove of a spherical
reproducer.

This invention relates to the method of dupli-
cating or multiplying phonogram cylinders, and
the object of this invention is to produce a sound box for a tailing machine in which
the stylus bar is more delicately, perfectly and ef-
venly the diaphragm has been mounted between a pair
of gaskets which contact with the marginal por-
tions of the sound box produced in accordance with
the invention.

METHOD OF DUPLICATING PHONOGRAMS. Maurice
Jouarre, Washington, D. C., assignor by mes-
ages to New Jersey Patent Co., West

This invention relates to the method of duplicat-
ing or multiplying phonogram cylinders, and
the object is to reproduce facsimiles of phono-
gram cylinders in as large numbers as may be desir-
able. These cylinders are reproduced ac-
cording to this invention in the manner hereaf-

Fig. 1 is in a side elevation of a phonograph with
metallic end connections ready for application
to an electro-deposition apparatus. Fig. 2 is a
broken cross section of a phonograph and one of
the metallic end pieces and connections; Fig. 3,
with the above features, of a diaphragm which is
mounted so as to vibrate freely in response
to the most minute and delicate vibrations of
the stylus bar.

Fig. 1 is a perspective view of the improved sound box; Fig. 2, a transverse sectional view
thereof, taken substantially on a line passing
longitudinally through the center of the stylus
bar. Fig. 3 is a side elevation thereof, showing
the device for torsionally mounting the stylus
bar in cross section; and Fig. 4 is a view taken
substantially upon the line 4 4, Fig. 3, showing
a portion of the casing of the sound box.

MAGNETIC SOUND RECORD. Victor H. Emerson,
Newark, N. J., assignor to American Phonograph

This invention consists of the production of a
magnetic sound record. In the drawings, Fig.
1 represents a side view of a tailing machine,
illustrating the invention. Fig. 2 is a plan view
of a sound record produced in accordance with
the invention.

PHOGRAPH RECORD CLEARER. Fieba E. Fos-
sell, Providence, R. I., assignor to J. Newcomb

This invention relates to an attachment for
cleaning the record on a phonograph, and has
for its object to provide a brush to be preferably
suspended from the traveling arm that carries the
reproducing point. It is found in practice that
when a recording roll collects dust it is apt to lodge in the grooves on the face of the
roll, and if it is not thoroughly removed before
the record is used this dust and grit comes in
contact with the sharp point or edge of the re-
producing needle and wears the same off and
quickly destroys it. To obviate this difficulty a
little brush is provided which may be made of
hair, felt or other soft or suitable flexible material.

Cleapol Waterproof Metal Polish

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

NOTE.—All horns, etc., treated once with this polish can be kept in perfect
condition always by using the CLEAPOL CHAMOIS SKIN.

§ Special discount now being given to jobbers and dealers.
§ Write for Samples and price lists.

THE CLEAPOL COMPANY
288 Springfield Ave.
NEWARK, N. J.
Prosperity Prevails in the Automatic Field—
New Arcades Springing Up Throughout the Country and an Increasing Demand Prevails for All Kinds of Specialties Suitable for These Parlors—Equipment at All Times Should be Kept in First Class Condition, and Public Satisfied in Order to Hold Custom.

The past month has been one of exceeding prosperity in the slot machine trade, the arrival of cool weather bringing back to town the thousands that still lingered amidst the pleasures at mountain and seashore.

Hundreds of new arcades and nickleodians continue to spring up throughout the country, and manufacturers are kept on the jump filling orders. One of the most promising features of the fall market is the number of new machines being put out that are radical departures from the old beaten paths followed for the most part by manufacturers hitherto. And by this we do not mean to deprecate in any way past efforts in this line. However, it is with pleasure that we welcome new ideas in this trade.

As we have stated in previous issues, the slot machine business is one wherein change is imperative to success. Of course, there are devices such as automatic pianos, talking and moving picture machines, that are standard and will exist. But here, too, the public demand for the new must be gratified, and this is evidenced in the tremendous improvement in the modern talking machine and automatic piano playing devices which are simply amazing in their satisfaction-giving qualities.

Manufacturers, in every branch of this industry have been overwhelmed with inquiries concerning “where, when and what to buy to set up an arcade” by men or parties starting out in this business. These interrogations, without minute details, are impossible to answer. For instance, a man on a main thoroughfare in a large city will not only need more capital than another in a less pretentious locality; his whole plan may need an entirely different treatment. For example, John Jones has a place in a neighborhood frequented by the working class, men who earn their living through physical exertion. Here punching bags, target and muscle testing machines will reign supreme, while John Smith, in another section, seriously considers relegating this part of his equipment to the junk pile, only waiting for something to take their place that will appeal to his more refined patrons.

Prospective operators, however, must rely on their own perspicacity for the solving of these minor problems. As to general cost of equipping a parlor, a fairly accurate estimate of cost is possible only when floor space, approximate number of machines and style of decorations are given. Then market values on material vary in different sections of the country, and therefore investors could arrive at more satisfactory results if they lay their plans before their local architects.

To secure the best results in the automatic or arcade business, close attention to details is necessary. In many cases we notice a flagrant disregard on the part of managers in seeing that the machines are properly cared for. No matter how perfect a product a manufacturer may turn out, it cannot do its work as it should unless thoroughly cleaned and overhauled every two or three days. No machines on the market receive such constant wear and tear as do these penny-in-the-slot devices. On their intake depends the success of the arcade—and yet this oversight is nearly universal. Go into almost any parlor in this country, and out of 100 to 400 machines you will find anywhere from six to ten bearing the sign, “Out of order.” Nine times out of ten these are the cases that have proved to be the most popular, therefore receiving all the rough usage.

Causes for breakdowns are innumerable, singular, however, giving the most trouble, with dirt a close second. The latter is inexcurable. It is not so much the fact that the public cannot deposit their pennies in this or that particular machine, but if their desire to see a particular picture or hear a certain song is denied, it creates a feeling of disappointment—the very thing an arcade man should avoid.

So much for those machines that are actually out of commission, for after all this is a minor thing compared to having the majority of the machines in the parlors in imperfect condition, and this is so often the case that it is deplorable.

Here again the public is cheated, and this is remembered. The slot machines of to-day, wonderful as many of them are, are not so perfect thing compared to having the majority of the machines in the parlors in imperfect condition, and this is so often the case that it is deplorable.

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Increase Your Business Profits

By handling our Wonderful New Line of Coin-operated Machines For Arcades, Hotels, Cafes, Parks, Depots, Department Stores, Pavilions, Resorts, Etc.

THE DISK-O-PHONE GETS THE MONEY Reproduces a full, round, musty, and full tone of high quality. Each record can be used

THE DISK-0-PHONE GETS THE MONEY Reproduces a full, round, musty, and full tone of high quality. Each record can be used

THE PICTURE-PHONE An Entertainment Success Recognized by experts as The Greatest Hit in the Amuse- ment Field

These machines have demonstrated their superiority over all others, wherever placed. They are universally pronounced The Greatest Money Makers Ever Produced WE ARE AHEAD OF ALL OTHERS

You do not have to wait for the Talking Machine Manufactures to list new songs. Latest song hits are brought out at once. We have them The records and pictures

Our machines earn money while others are waiting for the new popular songs to be made. We are increasing our facilities to take care of our orders, and would suggest sending your orders in promptly and reap the benefits according to those first in the field.

REPORTS AND DESCRIPTIVE CIRCULARS, ETC.

VALIQUET NOVELTY CO. 50-58 Columbus Street NEWARK, N. J.
agras finding such machines giving imperfect results, turn on the innocent manufacturer, claiming that the goods have been misrepresented and are no good. These things are small in a way, but are the cause of much trouble.

Every arcade should have a thorough mechanic and electrician, a man who understands this particular line of work perfectly. And it should be the duty of every manager to see that his work is done not only properly but promptly.

PHONOGRAPH STEREOPTICON.

New Form of Producing the Illustrated Song and Story.

Phonographic parlors have passed the experimental stage and have universal approval. The combination of the "talker" and the kinematograph has also proven popular. At the present time an enterprising promoter is said to be establishing permanent biograph exhibitions in the larger cities, the admission being small, with a change of pictures twice a week. A New York city inventor still further improves the biograph by the assistance of the phonograph. In other words he has simplified the production of the illustrated song by means of an apparatus whereby, simultaneously with the projection of pictures upon a screen, a phonograph is utilized to render a musical composition in conjunction with the illustration.

A CLEVER ENTERTAINER.

A Chicago concern has been exhibiting an instrument styled "Gable's Automatic Entertainer," an ingenious arrangement of the coin-operated instrument styled "Gable's Automatic Entertainer," to render a musical composition in conjunction of the whole contrivance. The operator inserts a new needle in the reproducer. The position on the rotating table, and incidentally turning of a dial which places the record in position, may be played at will by the operator. Twenty-four Victor records placed on either side of the machine may be played at will by the operator. The movements of the pitcher, catcher, and batter could be reproduced, but it would take twice as long to spread the films before an audience in a theatre as it would to play the game, and many of the scenes would be tiresome. However, the routine play could be eliminated and a grouping of the existing plays would serve as excellent entertainment.

The outfielders would cut very little figure in such pictures, as they would be too far from the machine. A long hit could not be followed by the spectator. Perhaps the new innovation may prove a success, but it is difficult to see how a spectator can follow the progress of a game if there is much long hitting.

HERE'S A MONEY MAKER.

Roth & Engelhardt, the well-known manufacturers of the Peerless Electric Piano, Windsor Arcade, New York, through their agents, the L. Grunewald Co., Ltd., the well-known music dealers of New Orleans, La., are in receipt of the following communication from Salvo & Berdon Candy Co., Natchez, Miss., which speaks eloquently of the money-earning powers of the Peerless player, which is winning its way into such favor in arcades, hotels, restaurants and public resorts, and which is proving such a very excellent proposition for talking machine men:

TO REPRODUCE BASE BALL SCENES.

Moving-Picture Machine Will Record Plays in World's Championship Games at Chicago.

Following the example of those who have turned photographic reproductions of big fights to profit, a big Chicago concern has made a bid for the privilege of making moving pictures of the world's championship baseball games held at Chicago last week. If the pictures turn out well they would only take twenty minutes to appear on the screen; but please remember that this difference of time does not arise from the distance, but simply because one photograph any distance, let us say 10,000 kilometers (between 6,000 and 7,000 miles). The quality of the photograph is not dependent on the distance of transmission. But it would take a longer time in transmission.

"For instance," said Professor Korn, "I have been working hard at the subject of sending photographs by telegraph, having brought to perfection the previous attempts of Capelli, Cerebatani, Bake-well and others. For three years," said Professor Korn, "I have been working hard at the subject of sending photographs by telegraph, having brought to perfection the previous attempts of Capelli, Cerebatani, Bake-well and others.

"'For instance, I could telegraph a portrait from London to New York as easily as from Munich to Berlin. The portrait in New York would be as clear as that in Berlin, but while it would only take twenty minutes to appear on the film at Berlin it would perhaps take thirty minutes for the New York picture; but please remember that this difference of time does not arise from the distance, but simply because one must be more careful with the sending of the current-throbs. As soon as my invention has been properly taken up I shall conduct some

THE VITAK MOTION PICTURE MACHINE

THE VITAK is now ready for delivery. It is the only practical moving picture machine made for home use. It is the greatest selling novelty ever offered the Talking Machine Dealer.

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NEW YORK VITAK CO.
Main Offices, 26 Cortlandt St., - New York City
John T. Timmons is Working on a Device Which Will be an Effective Aid to the Blind.

John T. Timmons, who has always new ideas on tap, said recently: "I am now working on a device which, if I am successful in perfecting, will be a great blessing to the thousands of unfortunate blind persons in the world. I have no hopes of being able to bring back the lost sight to most of them, but I hope along that line for a few. There is a great variety of kinds of blindness and I firmly believe many of the cases could be permanently benefited that are now looked upon as hopeless.

"The device I am experimenting with and wish others would join me in developing is an electric and magnetic device, which, especially if temporarily given sight they give them sight. The apparatus is too large to carry about, and will have to be permanent, and the blind person who is benefited will have to go to the machine and there, after properly connected, I expect to transmit to their brains certain scenes, such as are shown to those with perfect vision now by means of the moving picture machine. This would be a useful contrivance in schools where the unfortunate blind pupils are educated, and it would also afford them much amusement. It would give them a glimpse of the world, and the gloom in which they must live on this earth would be removed to a certain extent."

WIRELESS TELEPHONY AGAIN.

It is reported from Paris that M. Maiche, the well-known electrician, has renewed many of the obstacles in the path of practical wireless telephony—hitherto a laboratory pastime. According to M. Maiche's own account, published in the La Journal, five years ago he was able to telephone two miles without the aid of wires, using the earth as a conductor. A year later, he says, he communicated with Algeria across the water from Toulon. Recently he spoke with a person standing thirty-five yards away, separated from him by four or five walls and many shrubs and trees.

It is still doubted by M. Maiche's colleagues, however, whether wireless telephony will soon be placed on the same footing as wireless telep-

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**Manufacturers of**
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with or without nickel in the slot attachment

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This is a First-class Upright Piano—Can also be played by hand in the usual way

Manufactured by Neola Piano @ Player Company

General Offices, 201-203 East 49th Street, New York

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SOME ARCADE POINTERS.

Side Lines Largely Ignored That Would Prove Money Makers and Trade Getters.

Like everything else the arcade business has grown until the modern emporium bears but little semblance to the early ventures outside the mere name. This growth has been manifest not only in the number of machines utilized, but in a broadening out of the arcade, and then by the addition of a large number of side issues, that a broadening out of the arcade, and then by the addition of a large number of side issues, that have increased the intake enormously.

The tariffs must be regulated by the different states. In addition the cable companies would make arrangements with the press, I suppose. I am quite sure that something similar will be arranged in the immediate future. It is a necessity of our modern life.

THE CIGAR SALESMAN AND CANDY.

Another machine on the market which is never seen in an arcade, though they appear in a few ferry and railroad stations, is what might be called the cigar salesman. This device is in the form of a cabinet standing about 3½ feet high, and in appearance very similar to a regular cigar show case. Locking down through the plate glass top you can see a dozen or so boxes of well-known brands, the cigars ranging from five cents each to $1 per quarter. You take your pick, set the indicator, insert your coin and receive your purchase.

Candy has been found to be a good paying side line. Why, therefore, wouldn't such a machine be a valuable addition? By placing it near the front, with an attractive sign, it would be sure to attract the lovers of sweets.

SHEET MUSIC AS A SIDE LINE.

The sale of sheet music has now grown to be one of the biggest side ventures connected with the arcade business. A number of ways for booming it have been adopted which deserve mention. Of course in the larger places a piano player is hired, also one or two singers, which generally attract a big crowd and make things cheery throughout the place. Watching the programmes of shows playing in the town and featuring the popular songs on the talking machine, with a sign "Hear this song at the music counter," placed on each, has proven a great trade inducer.

Those arcades having a Nickleodian ad-joining where illustrated songs are sung between the moving pictures, will find the same announcement works well.

RECORDS THAT WOULD SELL.

Since the talking machine has leaped into universal popularity it seems strange that no arcade manager has thought of laying in a stock of the records being played on the slot phonographs. There is good profit to be derived from their sale, and if handled rightly should make a first-class investment.

THE BEST FOR THE TELLER'S FATE.

Fortune-telling machines have always proved great money makers, but after all they are but a poor imitation of the real article, especially if a pretty woman plays the part of Madame Mysterious. There is a lot of magnetic force in one of those easy corner affairs, draped up in Egyptian fashion, and arcades that have tried it have found it a gold mine.

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**American Mutoscope & Biograph Co.**

11 E. FOURTEENTH ST., NEW YORK.

The Mutoscope

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

Every Manufacturer in this country should be represented in this department. The cost of insertion advantage is given. Be sure and have your firm in the November list.
You wish to see a small investment grow into big money, do you not?

Have you ever figured how much nickels that keep on growing amount to? Perhaps you have.

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.

Do you know, Mr. Talking Machine Dealer, that the Agency for the Regal will make you good money? You can easily handle Players with Talking Machines.

Arcades and places of public resort can be easily reached with the Regal.

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?
getting a little, too." That discontinues.

"Well, I'm getting mine, and judging from the town. He said: 'Where, in a city like New York, the arcades are distributed in all sections of the city, in Buffalo they are to be found as it can be. The old "Fortune Teller" and the trade can feel assured that it will in every way live up to the high standard of production for which their other product is noted.

The American Mutoscope and Biograph Co., of this city, have just closed a contract with S. Lubin, of Philadelphia, Pa., whereby his entire catalogue of films is open for use of mutoscope customers. This is a very important move for operators as it will give them access to the finest list of prize fight films in the world, besides many other great attractions. The type B machine is being adopted universally on account of the many new and valuable improvements incorporated.

A big amusement enterprise is now on foot in Allentown, Pa. J. S. Turner, well known in this section, is said to be the leading light. Just what their plans are is not known, but it is expected that they are preparing to go into the Arcade business on a large scale.

D. Callahan, the well-known Arcade man of San Francisco, whose place was completely demolished during the earthquake, is now rebuilding on Fillmore street.

NEW YORK VITAK CO. EXPANSION.

On account of the enormous demand for their moving picture machine, the New York Vitak Co. have doubled their factory force, and opened their main office at 26 Cadman street. They now feel that they are in position to handle their greatly increasing business and fill all orders promptly. The Vitak is certainly a wonder. The pictures thrown by this machine are lifelike and clear, with all absence of a flicker often found in the most expensive machines. Talking machine dealers are finding this machine a splendid seller.

EXHIBITORS AT THE MUSIC SHOW.

The Regal Piano & Player Co., 890 Southern Boulevard, New York, were in evidence at the recent Music Trade Show at Madison garden, with a very handsome exhibit of their various styles of automatic pianos, which were much admired.

Roth & Engelsdorn also made a very handsome exhibition of their Peerless piano in skeleton, showing the working of the instrument in detail. It was specially lighted up at night, and it came in for no small share of appreciation on the part of visitors.

Rosenberg & Carr, formerly of San Francisco, have just opened a new parlor on Strode street, Williamsburg, N. Y. It is one of the finest in this locality.

The Douglas Phonograph Co., New York, who are exclusive agents in America, received a new sample lot of needles recently from the German manufacturers. They now carry 15 styles.

PRICE REDUCED

Burnt Leather POST CARDS

Our Burnt Leather Post Cards are the quickest selling and most profitable side line ever offered to the Mutoscope trade. 500 cards (100 beautiful designs) in the package, size 3½ x 2¼, for $10.00 cash. Retail anywhere at 25c. You make a clean profit of $9.00.

Risley-Bird Mfg. Co.
94 Fifth Avenue, New York.

THE "PHONO TRADER AND RECORDER"

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The "Phono Trader and Recorder" is published exclusively in the interest of the Talking Machine Trade. Contains all about everything relating to talking machines. A special technic section for the piano trade, musical merchandise and allied trades. Contains all about everything relating to talking machines. A special technic section for the piano trade, musical merchandise and allied trades. Contains all about everything relating to talking machines. A special technic section for the piano trade, musical merchandise and allied trades.

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SEVENTH YEAR PUBLISHED WEEKLY

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GEORGE ROTHGIESSER
BERLIN W. 30

John Bull's Message to Uncle Sam GOOD LUCK TO YOU, BOYS! I want to call your attention to "THE TALKING MACHINE NEWS", which circulates throughout the whole of the British Islands, and goes all over the world besides. Contains all about everything relating to talking machines, and is invaluable to manufacturers, jobber and dealers 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 1st month during April, May, June, July and September. Annual subscription, one dollar and ten cents. Specimen copy free on request.

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the value of a good Automatic Coin-Operated Piano? Some know, some think they know, some don’t know and doubtless some don’t care to know.

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ROTH & ENGELHARDT
(Props.)
PEERLESS PIANO PLAYER COMPANY
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Factories at St. Johnsville, N. Y.
The Edison Advertising Focuses The Phonograph Buying Crowd Upon The Edison Store

It is not enough that with the help of Mr. Edison himself we make the best Phonograph that can be constructed.

It is not enough that you know that that is the best Phonograph.

It is necessary that the user, the Phonograph buyer, should know. Therefore we advertise so that the users, the people who buy Phonographs, your customers, will be able to discriminate.

That is what our advertising is for. You get the benefit if you want it.

The Edison trade will go by your store if you do not encourage it to come in. If yours is an Edison store then all the Edison advertising is focused on your store.

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NEW YORK