This Handsome Booklet

may be yours for the asking

The Tea Tray Company
of Newark, N.J.
The attention of agents and dealers generally is particularly called to the excellence of the Imperial 10-inch Disc Record. This record is a masterpiece and cannot be equaled by any disc on the market.

The Imperial produces cash results, and cash results are what we, in the record business, are after. The Imperial "makes good" every time. The customer is satisfied and comes back, not "at you" but "to you," and buys again. The Imperial is like coffee—it must be found in every household—and it is the clearest, loudest and best record ever made. It lasts, too, and can be had in all the latest songs and hits.

With the Imperial on your shelves you can turn money over rapidly and often. The margin of profit in handling these goods is large. But why say more? If you have the record you know all about it. If not, send for samples. They speak for themselves.

"L. & C. Needles," too—BEST

LEEDS & CATLIN CO.
53 East 11th Street
NEW YORK
Announcement

With reference to a circular which has been recently sent to the trade, claiming that all flower horns infringe certain patents referred to, we desire to reassure our customers by saying that these statements are without proper foundation and no one should allow himself to be intimidated by them. The patents referred to are not so broad and comprehensive as it is sought to make them appear, but are really narrow and limited in their scope and cover only restricted features, which we do not use in our horns. We have thoroughly investigated the matter and take pleasure in assuring our patrons that none of the numerous styles and kinds of horns manufactured by us, infringes in any possible way any rights under said patents or any other patents.

We would furthermore call attention to the fact that our reputation as pioneers in the horn industry and our standing as manufacturers, are based upon the principle of depending upon our own energy and industry, and of advancing and developing the art in which we have worked. We have made many improvements in horns and in the manufacture of horns since we first entered the business, and we have taken out patents continuously on all the developments which we have made, so that we now hold a long list of patents fully protecting all our products. These patents, together with our long experience and familiarity with the horn industry, enable us to assure all our customers that they may buy our product with the fullest confidence. When purchasing horns see that you get those bearing our trade mark "

THE TEA TRAY COMPANY OF NEWARK, N. J.
Back of Every Horn

we sell is a guarantee of high quality. We do not aim to produce an article merely for the show it makes, but for the service it gives. Our horns are beautifully hand painted in an endless variety of striking and exquisite floral designs, and the colors are then “Baked-on.” This gives our horns a permanency of color that simply cannot fade, crack or flake off. These two features in our horns, good looks and honest wear, are the primary causes of our success.

THE TEA TRAY COMPANY
OF NEWARK, N. J.
A Few Facts
Concerning Horn Cranes

¶ We were the originators of the Horn Crane.

¶ The patent records alone will prove that much.

¶ The first application for a patent on Horn Cranes was made by us on February 1, 1902.

¶ Like many other good things, our Horn Crane soon had many imitators. But, in all these, the embryonic seed born in the original was naturally lacking.

¶ That's why we always have and always shall continue to supply Horn Cranes, "born of ripe experience," to an intelligent and progressive trade.

THE TEA TRAY COMPANY
OF NEWARK, N. J.
Disc Cabinets for the Holidays

A superb line of twenty different styles to select from, ranging in prices from $13.00 to $350.00

Dealers Discount apply

An exquisite Mahogany Cabinet for the Victor VI.
Price $65.00

The most artistic and beautifully constructed outfit on the market
Price, in Carved Mahogany, complete with Victor V, $95.00
Price, in 22-Kt. Gold Leaf and Burnished, complete with Victor VI, $350.00

Catalogs furnished free of charge on request, and supplied with your order for Cabinets.

Our Leaders

An important and profitable branch of every Talking Machine establishment.

Our Matchless Silver Gray Outfit
Price $125.00

Call at our exhibition rooms and inspect them before ordering your Holiday stock

VICTOR DISTRIBUTING AND EXPORT CO.
77 Chambers Street, New York City
CHEERFULNESS IN BUSINESS.

The Talking Machine Industry Demands an Optimistic View of Life from Its Followers.

Every talking machine dealer should be an optimist, you know. He is in the presence of the most cheerful class of customers. It will pay him in many ways: first, because a good humor is contagious and once his patron's mood becomes a jovial one, he is ready to listen and enjoy. Then the dealer should let him hear one of Billy Golden's laughs. If that does not fetch him, one of Arthur Col- tin's coon songs will, and before he returns to his hundred-dollar Concert Gramophone, he will have purchased several records surely.

And it is all so easy, Mr. Dealer. Get into the habit of laughing. When you see a joke in the paper while on the car en route to your store in the morning, laugh at it. There is bound to be a little humor in it, and that laugh will put you in condition to conquer gracefully the trials of the day.

When a rural gentleman from the country calls and says he wants to buy a "funnygraft," laugh at him. He won't mind in the least, but put on some very funny records, and then when you demonstrate one machine and the laugh at him. He won't mind in the least, but put on some very funny records, and then when you demonstrate one machine and the

The importance of Decorating and Properly Arranging the Stock on Display—Competence and Originality Will Always Win Out.—Some Pointers for the Holidays.

Now that the holiday period is with us, the wide-awake talking machine dealer will find the time opportune to give extra attention to his showroom arrangement and advertising. There is a peculiar and undefinable "something" in the air at this season that makes the most ordinary records and accessories seem without the use of force, and while this spirit of giving in is in them it's up to the dealer to get his share.

The ad rearranged and set off with a liberal supply of evergreens festooned 'round about will take on a surprisingly inviting appearance. In the window one or two handsome machines and an assortment of records and accessories should be cleverly arranged and decorated with evergreen, ribbons, appropriate mottoes and several of the numerous recognized tokens of holiday cheer.

When the aforementioned matters are arranged it is time to produce business-getting advertise- ments. Take liberal space in the local papers, calling attention to your special arrangements for handling the rush, the thought like you really expected a crush that would fill the sidewalk, just to show your confidence in what you have to offer. Then dwell upon your special decora- tions and invite visitors to look them over. When the preceding details have been mentioned, call attention to the singular appropriateness of a good talking machine as a gift, and the easy terms at which one may be obtained.

The reader will be drawn by curiosity to visit the store and look at the decorations and the holiday goods, and be induced to inquire regarding prices and terms. With a good salesman at hand a sale may be readily closed on a satisfac- tory basis.

A musical instrument of any kind appeals to the average man, but perhaps more than any other, at this season. For its usefulness is not merely temporary, the styles do not change in a year or two, or even in ten years, and it is always a source of pleasure not only to the owner but also to friends. A "talker" does not cost as much as many pieces of jewelry, and does not have to be kept from view in a safe deposit vault to prevent it from being stolen. There are many other ad- vantages connected with such a gift that should interest the holiday shopper and make him a customer.

Take advantage of the season to boom your business in a way that will make the people in your vicinity remember you during the rest of the year when they desire articles in your line. Business in a way that will make the people in your vicinity remember you during the rest of the year when they desire articles in your line. Business in a way that will make the people in your vicinity remember you during the rest of the year when they desire articles in your line. Business...

COLD STOPS ROCK'S ECHO.

Cliff Does Not Repeat Sound When Thermometer is Low.

Advices from Dawson City, Alaska, tell of a phonograph rock cliff which exists some forty miles up the Yukon River. A correspondent in the northern city gives the following account of its weird echoes: "At first the echo is a mere whisper, and then it reverberates louder and louder until it reaches the full volume of the human voice. Yet it always repeats from the same place and not from different distances like the ordinary echo. This most mysterious thing in connection with the rock is that when the thermometer registers 40 or more degs. below zero there is no echo, or, as the Indians say, the echo freezes. In the spring, when the snow melts and the ice gets broken, these rivers the echo thaw out. Then can be heard the voice of the traveler, the deep, long, dismal howl of the wolf and the whistling of the winds of the precious winter.'
NOTICE TO DEALERS!

SALES OF

Petmecky Multi-Tone
Self-Sharpening Needles

United States Patent Allowed
All Foreign Patents Pending

Exceed
One Thousand Million Annually

It's the LOUD, SOFT, INTERMEDIATE TONE—all in one—NEEDLE

For use on all Disc Talking Machines

PLAYS TEN RECORDS, any size, any make, THROUGH WITHOUT INJURY

UNSURPASSED IN PURITY OF TONE REPRODUCTION

FAMOUS FOR STANDARD OF QUALITY—UNIVERSALLY PRAISED

Write or wire for samples of Petmecky Multi-Tone Needles, Interesting Booklet on Needle Lore, Testimonials, and Price Quotations on 5,000 to 1,000,000 lots. Prompt deliveries guaranteed.

PETMECKY COMPANY
SOLE MANUFACTURERS
Suite 506, New York Life Building, KANSAS CITY, MO.
JOBBERS ELECT OFFICERS.

The Eastern Talking Machine Jobbers’ Association Adopt Constitution and By-Laws and Select Board of Officers—President Is Blackman and Others Proved Interest in the Association—Will Be Desirable.

At the meeting of the Eastern Talking Machine Jobbers’ Association, held at the Hotel Bremisl, New York, last summer, it was decided to incorporate the association. The dull season and the fact that many jobbers were away delayed final action, and practically nothing was done, until a meeting of the committee, authorized to handle the incorporation of the association, was held in the salesrooms of the Blackman Talking Machine Co., New York City, Friday evening, November 16. The committee then decided to merge the old association into an incorporated body, and arranged for another meeting, November 25, in the same place.

This was the first annual assembling of the new association, and as such an election of officers was held, to hold office until the third Monday of next July, as follows: President, W. D. Andrews, Syracuse, N. Y.; vice-president, J. Newcomb Blackman, of the Blackman Talking Machine Co., New York; treasurer, S. B. Davega, New York City; secretary, A. H. Jacot, of the Jacot Music Box Co., New York; chairman of the board of officers, G. A. McLean, of the Associated Phonograph Co., New York; and honorary members, N. J. Davega, New York; I. Davega, Jr., New York; D. Adams, of Pardee-Ellenberger Co., of New Haven, Conn.

A constitution and by-laws, to conform with the certificate of incorporation, were adopted, as well as important resolutions, dealing with trade matters in general. Several applications for membership were received and accepted. Printed copies of the resolutions will be sent to the members as soon as possible, as well as such jobbers not members, but who are in the territory covered by the association, and whose applications would be desirable. The meeting was well attended, and addressed by W. D. Andrews, J. N. Blackman and others who proved that the interest in the organization was increasing rather than otherwise, and that the membership would steadily receive further additions. The matter of credits came in for a full and careful discussion and a simple, but very effective plan of making reports was made a part of the constitution and by-laws. The necessary blanks for reporting were sent to New York on the fourth of this month to all members.

The next meeting will be held during the week of the Automobile Show at Madison Square Garden, New York, January 12 to 19, the place and exact date to be announced later. This time was decided on, as it is likely that a large number of out-of-town jobbers will attend the show, and therefore a meeting of the association besides.

VICTOR SERVICE

WHY WE CAN GIVE YOU THE BEST

We are the only Victor distributors in the East who devote an entire store to the Victor line. We have the space and facilities for carrying at all times as large and complete a stock of Victor machines and records as that carried by the factory.

We can guarantee to ship all orders the day they are received. Our shipping department is located in the very heart of the wholesale district of Boston with its numerous daily express collections covering every point in the United States; it employs a large and efficient force who give their entire time and attention to the filling of Victor orders.

We place all records in separate envelopes immediately upon receipt from the factory and deliver them same day. This assures the retail dealer of securing his records in the best shape to handle and in as perfect condition as when shipped from the factory.

VICTOR DISTRIBUTORS COMPANY

DISTRIBUTORS OF

VICTOR TALKING MACHINES—VICTROLAS, AUXETOPHONES, HERZOG FAMOUS DISC CABINETS

BOSTON, MASS.

DO YOU USE ENVELOPES?

Our envelopes are used by 75 per cent. of the largest jobbers. Their superiority is proved by the numbers of duplicate orders we receive. Ten different styles and sizes, and prices on application.
THE QUAKER CITY NEWS BUDGET.


(Special to The Talking Machine World.)


Talking machines are a business in which we are conservative, as a rule, in their reports concerning business. From fairly to fairly good is the general opinion expressed as to November trade. At present a rather active period is considered, and it is expected to be very good, although many frankly say they hardly expect it to be up to last year's high-water mark. Said one large retailer: "When the holiday business comes it will come with a rush—this year. That's my opinion of it. In the aggregate it will be quite satisfactory, but not what we would like it to be.

The Musical Echo Co., Chestnut street, have the good fortune to be very busy, and sales are good in all lines. The talking machine concerns of the company's fine line. We have much to do with the good trade enjoyed, backed up by good salesmanship and pushiveness.

Steady business is reported by the main branch office of the Columbia Co., Chestnut street. Trade, they say, has shown no spurs, but has kept at a good, steady pace, which, all things considered, is well.

The several business concerns for branches are going along on about the same plan. In a trade chat with The World Horace Sheble, secretary of the Hawthorne & Sheble Co., Jefferson and Howard streets, it was said: "Our company is "snowed under" with business. We have more business than ever before by fully 100 per cent. In the past four months we have turned out three times as much as we did at the corresponding time a year ago. Trade as we find it is in a very healthy state, and we are very sanguine of the outlook. Busy in the factories? Yes, indeed. We have more hands employed now than ever before. We have two plants in Philadelphia and one at Bridgeport, Conn., and all of our work is kept up there. We have a regular level water mark.

There is need of additional executive management. There are new lines of business for which we are prepared in the absence of additional salesmen. We will be glad to catch up with orders before planning to take on additional salesmen. Have we anything new? Yes, a new illustrated song-machine—a machine which will play and have moving picture accompaniment. We expect to get it out after the first of the new year. It is a question whether we will sell the machines or operate them under our management. We have not decided the matter yet. There is no machine on the market that will accomplish what our machine will. It is fully covered by patents, and will add to the attractiveness of amusement arcades and similar places.

Our new line of artistic flower horns we put on the market, believing the time had come when the public was more apt to spend for these goods. Sales of the horns have increased to that extent that we are now selling numerically as many flower horns—high-grade goods—as we do of the other lines. We are keeping everything competitive with horn manufacturing. We are employing 600 people. All metals have advanced in price. As an instance of this we are billing a customer for $300 worth of brass, and it costs us $350 more than the same contract cost us last year. We recently received orders for over $20,000 of assorted horns from a do-ityourselfer. Our largest order is for 1,000 horns from a firm in England. We are at present turning out an average of 1,750 finished horns per day, and they retail at from one to twenty-five dollars.

The principal demand to-day is for the flower type horn. The buyers seem to prefer nickel-plated ones. We have one of the largest nickel-plating plants in the East, and are running four dynamos in order to produce sufficient electrical current. Horns being quite bulky goods, we arrange from our own shipping easy deliveries.

No; we have no trouble in getting cars. We have recently purchased and installed a large amount of new machinery and are now ready to install more when we can get it. On certain of the machinery ordered the best delivery we could get was one year. During the past sixty days we have installed forty machines, consisting of lathes, drills, planers and automatic screw cutting machines."

Frank Albert, of J. Albert & Son, Sydney, Australia, was a visitor Nov. 28 to the Hawthorne & Sheble Co. headquarters. Albert & Son are large Edison jobbers and dealers, and carry a large stock of the H. & S. Co. goods. Another important order for talking machines was received from the International Record Co., at Berlin, Germany. He reported that trade in Germany was very good.

The Bauer Co., manufacturers of Stewart banjo drums and Bauer mandolins and guitars, largely handled by talking machine dealers, recently removed to 725, 725 and 730 Girard ave. here, in the Old Town Building.

Mr. Hawthorne, general manager of the Germania Theater Building, Philadelphia, Pa., said: "Our company has been busy since the arrival of great operatic stars. It has been very good. Business in "talkers" and accessories is doing better than ever before by fully 100 per cent.

"College songs take well in this neighborhood," said a West Philadelphia retailer. "I have numerous calls for records having favorite college songs on them. I am a member of the student body of the University of Pennsylvania, with its hundreds of students, and, as a rule, every mother's son of 'em likes music in some shape or another. Many of them have home collections of various musical instruments. They have their glee, mando-lin and other ciutes, and generally give in for music and singing. They show a partiality for talking machines, and in their quarters, during proper hours, many of the students have high old times listening to new and old songs, glens and other phonograph pieces. I can't say the records the students buy are excessively classical; in fact, they usually go in for something fast and devilish—but that's natural, you know. Youth will be joyful and merry, and I don't blame them for enjoying themselves after their long hours of study.""}

"Business is picking up," reported the Philadelphia Phonograph Co., North Eighth street. "If 'the truth be known,' we believe we are selling our records of popular opera like 'Erminie.' I believe they would sell better than 'I Trovatore.' The latter is favored by lovers of music of a classical order. It does not take with the general run of people."

"Business is improving," reported the Eastern Phonograph Co., North Eighth street. "Just now we are busy picking orders and getting out orders. We have a singer come and warble or play the tune we want on the phonograph. We have a thousand new records with success. We are growing. Business in "talkers" and accessories is booming all over the country. We are thousands behind in orders, from the extent that holidays create a good demand for both Victrolas and Auxetophones, but are vigorously trying to supply demand and back up with orders before planning to take on additional salesmen. We have just issued our new catalogue of machines, horns and accessories supplied by the Victor Co. The general outlook is excellent for business in Christmas holidays. We are expecting a brisk.

C. G. Childs, manager of the laboratory, has been busy since the arrival of great opera stars. We are preparing to send out Reel Seal records. The export department reports a steady advance."

President Eldridge R. Johnson, of the Victor Co., is at the main plant, and will probably remain in Camden all winter. He is well pleased with the business situation. Vice-President Leon F. Douglas is reported happy in California, where he is enjoying a vacation. George D. Mousley, manager of the New York office, is on a trip to Chicago, where he is giving some salesmen talks. Jobbers on the west coast are being invited to visit the manufacture headquarters.

"We are fairly busy," reported the Keystone Phonograph Co., North Eighth street. "We anticipate a good holiday trade, are sticking to one price, and exploiting goods by making attractive window displays."

"Trade is reported satisfactory and holiday business gives promise of being usually good," said Jonas Shaw, retail dealer in phonographs, Camden, N. J., who has been busy all month. "We have plenty of stock, and records with success. We are having a good holiday demand for medium-priced talkers, and have sufficient stock on hand to meet almost any demand.

At 1036 Spring Garden street, F. B. Elkinton, Jr., is making good show window and store display work. We are constantly in demand.

The Eastern Phonograph Co. does a steady business. Trade is reported satisfactory and holiday business gives promise of being usually good.

The Musical Echo Co., Chestnut street, have the good fortune to be very busy, and sales are good in all lines.
They'd rather have a Victor than the money

That's the way customers who buy a Victor feel about it. They look upon the money as well-spent and are more than satisfied with the Victor and the store that sold it to them.

They get their full measure of fun and enjoyment out of it and keep on buying new Victor records all the time.

Think what such customers are worth to you—what great opportunities are before you in the sale of

Victor Talking Machines and Records

It's more than a matter of dollars and cents. Your business constantly grows larger and goods will keep on piling up.

What are you doing to get your full share of this desirable business? To get in touch with those of the 56,000,000 magazine readers, reached monthly by our advertising, who live in your immediate neighborhood?

Local newspaper advertising, circulars, window displays, are the biggest kind of helps and are profitably used by any number of dealers.

It's surely worth the effort on your part and you can be certain it will bring results.

Victor Talking Machine Company
Camden, N. J.

P.S.-A host of other dealers find this plan profitable and it should also be a good thing for you:

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

- Albania, N. Y.: Price Phonograph Co.
- Atlanta, Ga.: Alexander-Eves Co.
- Baltimore, Md.: Cohen & Hughes.
- Boston, Mass.: Oliver Gilson Co.
- Bridgeport, Conn.: Eastern Talking Machine Co.
- Cincinnati, O.: The Cincinnati Wurlitzer Co.
- Cleveland, O.: W. H. Rentschler & Son.
- Columbus, O.: The May Company.
- Dallas, Tex.: The Perry B. Whitall Co.
- Denver, Colo.: Knights-Cappel Music Co.
- Denver, Iowa: H. E. Eberhardt & Son.
- Detroit, Mich.: G. W. Dietz.
- Dubuque, Iowa: Geo. & Co.
- Elyria, O.: The Elyria Piano Co.
- Ft. Wayne, Ind.: E. W. Quaid.
- Galveston, Tex.: W. E. S. W. & Co.
- Harrisburg, Pa.: S. A. Floyd.
- Hesperus, Pa.: The Hesperus Music Co.
- Indianapolis, Ind.: Carlin & Louis.
- Jackson, Miss.: C. E. Koenig & Co.
- Kansas City, Mo.: W. Jenkins Sons Music Co.
- Los Angeles, Cal.: Sherman, Clay & Co.
- Memphis, Tenn.: Regent Piano Co.
- Milwaukee, Wis.: E. E. Forbes Piano Co.
- Minneapolis, Minn.: McNeil Bros.
- Montreal, Canada: Blackmore & S. H. & Co.
- Montreal, Tenn.: H. B. & Co.
- New York, N. Y.: Victor Distributing & Export Co.
- New Orleans, La.: F. J. & Co.
- New Haven, Conn.: The Rudolph Wurlitzer Co.
- Portland, Oreg.: S. A. Floyd.
- Providence, R. I.: Sherman, Clay & Co.
- Richmond, Va.: The Richmond Piano Mfg. Co.
Mr. Edison was here the other day, and recorded his "inspiration." If he comes again the bands say they will go on strike. But, as I view it, we must take the bitter with the sweet. That young man "paid his way"; and so I'm satisfied."

W. F. P. Bradley, representing the International Record Co., Auburn, N. Y., is here for two or three days. Dependent on locality, he says trade is fairly good. In the West business is quite brisk.

"We can sell rag-time records to colored persons," remarked an Eighth street dealer; "but Orangemen won't buy 'Wearin' the Green.' To quite an extent we can tell the nationality of a customer by the records he purchases. When there's opera in town we know it, as a rule, on account of the demand for selections from it. The talking machine is quite a barometer of many things of current event."

The Keen Co., Eighth and Cherry streets, have sold part of their large stock to a retail cigar dealer. The company reports that trade picked up very well the past month and is now much better than it was. They have had a good call for the Victor "Trovatore" records. They have just added a large stock of International Record Co.'s records. At the Wells Phonograph Co.'s office, North Ninth street, company representatives said: "Holiday business is just starting, and it is too early to say what it will be. Our November business was good—in excess of that a year ago at the same period. We could have sold a lot of Victrolas if we could have got them. Of course our mainstay is Edison business, and we have in a most complete stock of records to meet any demand."

Among recent trade visitors were: T. O. Estelbel, retail dealer, Bridgeport, N. J.; George Arnold, retailer, Glassboro, N. J.; J. P. Jones, retailer, Sunbury, Pa.; H. Brown, Coatesville, Pa.; Fred T. Sheeter, Clearfield, Pa. Almost all of them gave cheerful reports of trade conditions.

The Western Talking Machine Co. have removed from South Ninth street to 41, North Ninth street, where they occupy basement, first and second floors. A good sized building. Manager Hynick said they had far better facilities and far more room. Trade keeps up quite well, and the outlook is cheerful.

S. Ford has retired from the Disk Talking Machine Co., and is now salesman with Lyman & Co., musical instruments. The Disk Co. is undergoing a change of ownership. S. & H. Campbell and William L. Fuller, both of whom were formerly with the Columbia Co., are now managing the Disk Co., and later on may have something to say. Mr. Zeigler stated business was improving, and the prospects good for holiday business.

"Trade is moving along very nicely, both in our wholesale and retail departments," said Manager Lewis, of the Lewis Talking Machine Co. "The main trouble we have is to get the goods we want, not to sell them. We are entirely out of $15 machines."

Edward Simulen, salesman with the company, is now a happy Benedict. At the Penn Phonograph Co.'s large warerooms on South Ninth street, the offices have been moved back in order to display a large number of record cabinets made by the Herzog Art Furniture Co., of Saginaw, Mich. Business the company reported to be fairly good, with bright outlook for brisk holiday trade. Five sound-proof booths, 8 by 12 feet, permit salesmen to give excellent demonstrations.

The fact that there is a strong undercurrent of feeling in jobbing circles against manufacturers who, through concerns they are charged with owning or controlling, are selling to jobbers' customers should be noted. One large jobber the past month lost a large order to a concern which, he states, he found to be owned virtually by the manufacturing concern of whom he had bought his goods. "There is trouble abroad," seems to be the general impression of more than one jobber; "unless manufacturers religiously protect the interests of legitimate jobbers."

The Georgia Phonograph Co. is the title of a new firm of Columbia jobbers and retailers who have opened up in Columbus, Ga.

HOW EDISON CONCEIVED THE IDEA.

Of Reproducing the Human Voice Through a Mechanism Called the Phonograph.

In conversation the other day a friend of Thomas A. Edison volunteered the information that it was his belief that the wizard conceived the idea of the new popular phonograph from a mountain echo. Said this friend: "Mr. Edison was driving one day in the West Orange Mountains when a friend, who was with him, shouted to a farmer and inquired something about the locality. Mr. Edison leaned back in the carriage as the words of his companion were reverberated from hill to hill. Mr. Edison spoke at once and said, 'Why not reproduce the voice?' and that led to experiments. Speaking of Edison's wonderful faculty of invention, a graduate of an Eastern university recently said, 'Edison has that peculiar and extra quality of mind which enables him to so embody the conceptions of practical use, and he has the power to embody these conceptions in such a way that they can be reproduced by the hand of man. Together with this quality of the imagination, Edison has that manual dexterity which enables him to put his ideas into such concrete form that a man not possessing any of the extraordinary gifts of Edison practically can apply these ideas and utilize them not only for amusement and business as the phonograph is used, but also for the advancement of the human race, as in the case of the phonograph.'"

The Colonial Government having experienced considerable difficulty in obtaining laborers for work on the Queensland plantations, hit upon an original plan which has proven very successful. Native laborers at present employed were induced to speak into a talking machine their satisfaction with their treatment and the wages. The records thus made were sent to the Pacific Islands and reproduced for the benefit of the natives, with the result that many were induced to go to Queensland.

WHEN PLACING YOUR HOLIDAY ORDERS

REMEMBER

That we are exclusive VICTOR JOBBERS, and that we are prepared to take care of your wants in this line, be they large or small. We have three large floors and basement devoted entirely to the sale of these goods, and carry a stock which is sufficiently large to take care of all orders received, promptly.

WE ARE THE ONLY JOBBERS IN NEW YORK CITY DEVOTING AN ENTIRE BUILDING TO THE VICTOR EXCLUSIVELY

NEEDLES—PERFECT MEDIUM QUIET

These are the brands manufactured by us. They stand for A1 QUALITY. Millions of these styles are sold by us every month to satisfied customers. ARE YOU ONE OF THEM?

If you are not a user as yet, let us send you SAMPLES FREE and convince you by the quality and price that you cannot do better, whether you are a jobber or dealer. Write for full particulars.

Place your orders promptly if you wish shipment before the Holidays.

AMERICAN TALKING MACHINE COMPANY

586 FULTON STREET, BROOKLYN—N. Y. CITY

Largest Talking Machine House in the City
GOOD REPORTS FROM ST. LOUIS.

Manager Clancy Assumes Duties at Columbia Co.—De Wolf Hopper Mr. Ramsdell's Guest—Hearts Buys Records—Thieme-Stierlin's New Talker Department—Koerber-Brenner's Big Trade—Trade Situation Analyzed.

(Special to The Talking Machine World.)

St. Louis, Mo., Dec. 8, 1906.

The talking machine trade in every department is in a most excellent condition, and all are having a difficult time in getting goods. The record demand is especially good, and there is a heavy call for the best grade of machines. T. P. Clancy assumed his new duties as local manager of the Council Grove Phonograph Co., Monday, November 19. W. C. Fiber left on Saturday, November 24, to assume his new duties as superintendent of the Western territory, with headquarters in Chicago. This concern reports trade very good.

D. S. Ramsdell, manager of the St. Louis Talking Machine Co., reports trade at its best, with no high prices. 

Mr. Wilson, sales manager of the store, states that their only trouble is in getting goods. This concern sold their first Auxeophone recently to a prominent local citizen.

One recently named Mr. Ramsdell had as a guest the famous actor, De Wolf Hopper, who was playing an engagement here. After hearing a few records he expressed his great pleasure and made arrangements for a Vitton No. 6, to be fully all the theatrical party supper, which he gave later in the week. A feature of the affair was the record, "Casey at the Bat," which is Mr. Hopper's own personal production, which was played several times, much to the pleasure and gratification of Mr. Hopper and his guests.

W. R. Heast, recently a candidate for Governor of the State of New York, spent a day here on his way to Mexico. While he was there he purchased over $100 worth of records from Mr. Ramsdell.

Eugene Ketterer, a bright and progressive young man, who has been with the Conroy Piano Co., has been appointed manager of their talking machine department to succeed T. T. Clancy, resigned. He reports trade very good, and ahead of last year.

The Silverstone Talking Machine Co., it is stated, have retired from business here. Their stock was purchased by the Silverstone Talking Machine Co.

The Silverstone Talking Machine Co. have added another room to their store, which gives them 100 by 20 feet more space.

The Thiene-Stierlin Music Co. opened up their new talker machine rooms on the first floor of their building on Monday, November 25. As stated, this department is in charge of S. R. Brewer, and it is thoroughly modern in its arrangements.

The Koerber-Brenner Music Co. report a very heavy trade and are doing a business of $15,000 a year on their machines.

W. C. Fuhri left on Saturday, November 30, for El Paso, Texas, where he will take charge of S. R. Brewer's branch of the Columbia Phonograph Co., at 872 Broadway.

CONROY PIANO CO.

Mr. Wilson, sales manager of the Conroy Piano Co., has been appointed manager of their talking machine department to succeed T. T. Clancy, who resigned. He reports trade at its best, with no high prices.

Mr. Ramsdell, manager of the Silverstone Talking Machine Co., was purchased by the Silverstone Talking Machine Co., and which would take the place of an orchestra for the Thanksgiving Eve festivities. The window attracted a great amount of attention and greatly assisted in the sales of phonographs and records.

TERRIBLE MYSTERY SOLVED.

A Happening at the Martha Washington Hotel—Foreigner's Voice Heard Where Women Only Hold Fort.

A scandal was averted in the Martha Washington Hotel—Foreigner's Voice Heard Where Women Only Hold Fort.

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TALKING MACHINE AND TELEPHONE.

Here Is an Up-to-Date Method of Keeping in Touch With Your Customers, Mr. Dealer.

One cannot peruse a daily paper or magazine nowadays without his gaze falling upon an article on the talking machine and its constantly increasing popularity. The following, which is taken from the Philadelphia Record, emphasizes this fact:

“Sunday is not a busy day for the telephone girls, especially in the central part of the city, so, to fill in the time they have invented an amusement. When calls are infrequent the hello girls will ring up some friend who has a phonograph and get it on the wire. This is quite easy and consists of merely placing the transmitter before the big horn of the phonograph. Sometimes a dozen girls will be listening to the phonograph at the same time. The private friend of mine gave a phonograph concert in his home at which selections were rendered by several talking machines in different parts of the city, and the effect was novel to say the least.

As above stated, a talking machine concert by telephone is possible at the present time, but if an amplifying device could be thought of to attach to the receiver and magnify the volume, it would mean a bigger business, and, you, Mr. Dealer, should work your brain overtime and endeavor to win this fortune. No one is more closely in touch with both telephone and talking machine establishments than I, and it may come to you “all in a bunch,” who known?

HOWARD TAYLOR MIDDLETON.

PIANO DEALERS AWAKENING

To the Fact That the Talking Machine Propo-
"sition is a Profitable One and Are Therefore Taking the Advice of Friends in Adding Talking Machines as a Side Line.

That the music trade have finally and fully awakened to the fact that the talking machine proposition is profitable and entirely creditable, the experience of those who have added this department is of value to the “doubting Thomases” who still linger on the fence. For example, the following is related of one of the shrewdest and most successful piano dealers, who had held off from talking on talking machines for special reason:

“You see,” said the music dealer, “my next-door neighbor is in the talking machine line and I noticed he was doing a fine business. We had agreed that if he refrained from handling sheet music I would keep my hands off his line. All well and good. After a while, however, the neighbor commenced selling sheet music, and then I immediately put in a talking machine department, and it paid from the start; in fact, this department alone pays the rent of my store, with something over. Then, besides, not a few customers have been interested in pianos and small goods, and this is an additional profit—one possibly that I would never have had but for the talking machine. To sum it up, a music dealer who does not put in talking machines is a chump with a big $C—Music Trade Review.

A HANDSOME CATALOGUE

The Ball-Fintze Co., Newark, Ohio, have just issued a very complete catalogue devoted entirely to talking machines and accessories. It comprises some seventy-two pages, the illustrations embracing everything from needles to elaborately illustrated machines and cabinets. Carrying cases, record racks, cranes, numerous styles of horns and tools of all kinds are also included. The book itself is convenient in size, nicely bound, and is very artistic typographically.

TO PHONOGRAPH NOISE NUISANCE.

Proof of What We Suffer to be Obtained by Mrs. Rice's Society.

Mrs. Isaac L. Rice, of Riversides Drive, through whose efforts unnecessary tooting by craft in the waters heretofore has been suppressed, is organizing a society to quell the strident voices and noises of the town, particularly in the neighbor- hood of hospitals. The blowing of horns by vendors; the jangling of the junk cart bells, the discords of the hand organs and the German horn and the cries of the sellers of vegetables, ice and coal will be tackled, and the board of health will be asked to banish all of them. Mrs. Rice says that the bedlam of sounds around the hospital has been responsible for the deaths of patients of sensitive temperament who had undergone operations and needed absolute quiet to get sleep.

Many eminent men and women are members of the new society, and the applications for mem- bership are coming in fast. Mrs. Rice will not give out the names of the members until Decem- ber 15, when the organization will be completed. One of the members, who is connected with a big phonograph manufacturing concern, is working on a specially sensitized record that will be used in phonographs put in the wards of hos- pitals to gather in the sounds that float in from surrounding streets. The phonographs will not be put into the hospitals until after the organi- zation of the society, and at its meetings the members may hear what sort of things the hos- pital patients have to hear. It is not unlikely that certain parts of the records may be expunged, especially those that are taken in near the gas house district. The sounds are to be repro- duced in the volume they have when they strike the ears of patients.

Owing to the prevalence of rables among the dogs of Hartford, Conn., the authorities ordered every dog muzzled, unmuzzled dogs to be shot wherever seen by policemen. Sedgwick & Casey, Victor dealers, took advantage of the situation to decorate the platter of their dog in their window with a muscle, a heavy collar and a strong chain. The effect tickled the crowds who stopped to look in the window, and they couldn’t help seeing the partitions of the line that was displayed.

YOU HAVE WAITED FOR THIS!

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

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

Price, 25 cents each

The Softertone Needle

Here is the Needle Clamp Attachment separate.

It Costs Less

One Softertone needle will play six records. Less time is used in changing needles, and there is no wear on the records. A record will last three times as long when the softertone needle is used. We did not accept this fact until satisfied by numerous tests. You owe it to yourself to make a test if in doubt.

For Sale by Lyon & Healy, Chicago.
SHALL BUSINESS BE RESTRICTED?

Some Pertinent Comments by Traveling Men
Regarding the Danger of the Talking Ma-
chine Business Being Overdone.

One of the wholesale representatives of a large
New York jobbing house fears that the talking
machine business may be overdone through too
many small dealers getting in the field. He has
recently returned from a trip through New York
state, and in regard to the subject said to The
World: "Many of the towns I struck were
practically at a standstill in the talking machine
business. The trouble was that nearly every
store had dabbled into the business to a greater
or lesser extent, and barber shops, hardware,
dry goods, drug and nearly every other kind of
a store was advertising them for sale. The re-
sult was there was a glutted market and miser-
able assortments of records and no chance of
placing new orders. I believe that restrictions
should be placed on dealers, and that they should
take in proportion to the number of inhabitants
in any town or city. Too many dealers has a
tendency to kill any article, particularly the
talking machine. The stocks of records are lu-
variously small, and many of those handling ma-
chines regard them as a toy, and the sale
which is only an incident or accident in our busi-
ness, and are perfectly willing that the pur-
chaser should buy records wherever possible.
These conditions do not exist to such a great
extent in the large towns and cities, but in places
of ten thousand and under. I think that the
matter of territorial rights could be taken up
in any town or city.

TALKING MACHINES IN INDIA.

India is a great country for talking machines,
and thousands of them are in use there. The
native who can command the price wants a talk-
ing machine, and the records he delights in are
those which reproduce the native songs. The
American machine leads, and there is room for
more.

To Talking
Machine Dealers

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

Grand Prix at the Paris Exhibition, 1900
Diploma at Pan-American Exhibition, 1901
Silver Medal Chicago Exhibition, 1904
Gold Medal St. Louis Exhibition, 1904
Gold Medal Lewis-Clerk Exhibition, 1905

Subscription in United States, Canada
and Mexico, $2.00 for 26 weeks. All other
countries $4.00.
We publish the Turner's Guide also—a cloth-bound, illustrated work of over one
hundred pages. Sent postpaid to any part
of the world upon receipt of one dollar.

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

According to a Leading Dealer the Talking Ma-
chine Is Associated With Some of the Most
Sentimental Happenings of the Day. Thus
Helping to Keep Alive the Most Beautiful
Side of Humanity—Interesting Chat.

Except when a phonograph is turning out
some such pathetic melody as "A Message from
Home, Sweet Home," one rarely thinks of that
instrument in connection with real sentiment.
and yet it has a use of this kind that is grow-
ing rapidly all over the world. It has become
a common thing," remarked a man in the bu-
iness, "for elderly persons to come into my store,
take the records of their native tongue recorded
with them to their safe deposit box to be given
to their children after death. It is pathetic
to hear a man of middle age speaking into a phono-
graph, for him to talk to his children to
member him by. Sometimes he has the speech
prepared in writing; again he may have simply
a few notes from which he elaborates his little
address. As a rule, these remarks are brief
moral lectures, and are usually beautiful, since
they are so simple and so sincere."

Fathers of families are not the only ones who
put the talking machine to such sentimental
usage nowadays. It is not an uncommon thing
to have a mother accompanied by a child go
into a shop where such things are sold to
have speeches recorded, and these records of
speech that will be sent to the little one's father, who is a long
distance from his family. Only the other day
the newspapers printed a story of a woman in
New York who is dying of a lingering illness talk-
ing into a phonograph every day that her hus-
bond might have a record of her voice after
death came to her. Now and again one hears
of sweethearts using the talking machine for
the same purpose—a case in point being that of
an elderly bachelor of this city, who begged the
woman he is in love with, but who would not
marry him. So to talk to her through a tele-
phone that he might always be able to hear the sound of
her voice. The capabilities of the machine were
doubly illustrated in this particular instance,
since the woman spoke for the record in
French.

A still more striking illustration of the senti-
mental uses to which the machine has been put
has been furnished to one firm that manufac-
tures these machines in a Connecticut city.
There are many Hungarians in the town, and of
late the superintendent of the factory has been
surprised by several of these Hungarians going
into his office and asking to have speeches in
their native tongue recorded on the machines he
makes. Inquiry showed that these foreigners
had discovered that there were photographs in
their native towns, and they were sending the
records home to be reproduced as a surprise
for their parents and friends. Naturally, these
little speeches were of a particularly affectionate
nature.

That the use of the talking machine in this
particular manner is growing rapidly is shown
by the increase in the sales of blank records.
and also of the numbers of persons who go into
the shops where the machines are sold to not
only have speeches recorded, but also to have
messages reproduced. There is never any
charge made for this work beyond the original
cost of the blank records, since such accommo-
dations are recognized as being an good adver-
tisement for the machines themselves.

"Laugh and grow fat" is an old saying, but
laugh and grow prosper is the new version
made possible by the "talker." When you have
the money in your laughing records, you have ever
noticed the similarity of the tones—all made
by the same man. George Johnson, a negro with a
most infectious laugh, has made his living for
several years by making entire laughing records
and parts of records where humor was uncon-
fined. He is paid from $1 up for his "songs" and
he has been known to sing over fifty songs
in one day and come up smiling at the end.

A good start for the New Year

Make up your mind that you are going to give your customers the best kind of ser-
vice during the coming year—

better than they can possibly get elsewhere—and don't let your jobber stand in your way.

If your jobber isn't prompt in filling your orders, it's out
of the question for you to give prompt attention to the wants of your customers—so long
as you hold on to that jobber.

Better jack him up and get on with a new one right at the
beginning of the year.

You ought to get in touch with a jobber who appreciates your business and shows it
looking after your interests.

Long waits for goods, with numerous promises, will then
be a thing of the past, your
business will run along easier
and you'll be on a better foot-
ing with your customers.

We can give you the kind of service that will be the
greatest help to you.

An unequalled assortment of fibre cases, English needles, trumpet horns and other accessories,
besides a complete line of Victor talking machines and
records; and shipment always made the same day the order
is received.

Why not write for a copy of
our latest catalogue and see if
there isn't something we can
do for you right now?

The Victor Distributing
and Export Company
77 Chambers Street
New York
Does your office boy sometimes forget to note a telephone call received during your absence, or is he ever unable to give you a verbatim report of what was said?

Then you need a telegraphone.

Do you ever give or receive an order, or transact business of any kind over a 'phone, and sometimes get into misunderstandings as to just what was said or was not said?

Then you need a Telegraphone

It will be but a short time before you discover that you cannot get along without an instrument which will automatically record every message which comes or goes through your 'phone, to be reproduced whenever and as often as you may choose, in the very tones and inflections of each speaker.

Even when no one is in attendance in your office, "Central" will say to the one who calls you up: "The gentleman is out, but talk your message into the 'phone; his telegraphone will repeat it to him as soon as he comes in."

Don't you want to know all about this wonderful yet simple invention?

With your permission, we should like to mail you, postpaid, a complimentary copy of our illustrated Telephoneye booklet describing this unique invention, which is already beginning to exert such far-reaching influence upon the scientific, social and commercial life. To avoid all chance of error in mailing this booklet, please write very plainly:

Your first name spelled out:  
Middle initial:  
Your last name:  

Mr., Mrs. or Title:  
Your mail address (P. O. box, or street and number):  

Your residence (City and State):  

Our object in the free distribution of these interesting booklets is primarily to inform the public of the practical capabilities of this remarkable discovery, and so by returning this blank, with the particulars asked above, you will be placing yourself under no obligations whatever to us. But in the belief that you will wish to take advantage of a most unusual opportunity to make a small, safe and very profitable investment, we shall mail with the booklet full information as to how you may secure a few shares of a limited issue of treasury stock, which is about to be made.

Cut out this blank and mail to us  

Sterling Debenture Corporation  
61 Pine Street, NEW YORK CITY

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 the human throat."

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

Pittsburg Gazette—"Promises to make as many fortunes as were made by the Mergenthaler typesetting machine."
GREAT PROSPERITY PREVAILS

In the Talking Machine Trade in Baltimore—Demand Is for High-Priced Machines—Victors in Big Demand at Eisenbrandt's—Other News from the Monumental City.

(Special To The Talking Machine World.)

Baltimore, Md., December 10, 1906

The talking machine business in this locality is experiencing unprecedented prosperity, and the many agents for the various machines in this city universally proclaim that trade far exceeds their fondest expectations, and that the demand for the machines has almost doubled during the past year.

It is not the cheap machine that is most in demand, which is exceedingly gratifying, but the high-priced talking machine that seems to be the order of the day. None of the cheap instruments seems to be numbered.

George A. Gustin, agent for the Columbia Phonograph Co., 221 North Howard street, stated that the business is unusually good, and that the demand for the Columbia phonograph has increased remarkably during the past few months, and that before the month has passed they will be able to report the greatest hardness in the history of the company in this city.

William Wigley, who carries a line of the Victor talking machines and the Zonophone, claims that business is fine, and far better than he expected it to be, and that the recent dull times in the piano trade has not in the least affected the talking machine business.

“I am selling about as many Victors this year as I did last year,” stated Mr. Eisenbrandt, of the firm of H. R. Eisenbrandt Sons, “and they are all mostly high-priced machines; in fact, the demand for the machine among the music instruments is rather phenomenal.”

The firm of Cohen & Hughes, who carry a line of the Victor talking machine, are very optimistic of the music business, and one of their salesmen ventured to state that the business they are now doing far exceeds their expectations.

MAY USE GRAPHOPHONE.


The ancient traditions of the grand jury room sustained a shock the other day at St. Joseph, Mo., when George F. Standke, the manager of the Columbia Phonograph Co., appeared before the jury, and said:

“I am selling about as many Victors this year as I did last year,” stated Mr. Eisenbrandt, of the firm of H. R. Eisenbrandt Sons, “and they are all mostly high-priced machines; in fact, the demand for the machine among the music instruments is rather phenomenal.”

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THE PROGRESS OF MUSIC

Has Really Been by Mechanical Means.

Although Some Slurs Have Been Bestowed on Modern Media of Interpretation.

A great deal has been said recently concerning the effect of mechanical music upon people and upon the quality of music itself. Some great musicians believe that the piano player, talking machine and other mechanical instruments that have been devised for the reproduction of music, are going to be the ruin of musical taste and of development of musical genius. But once is a

while we are enabled to see the other side of the question, and recognize the tremendous impetus which mechanical or self-playing media have given to musical appreciation. Some good reasons for this view are given by Collie's in a recent issue:

Although we speak loosely of sweet sounds as musical, it must be admitted that such is not always the case. Some good rea-

G. Marconi, the inventor of the wireless telegraph, and a member of the experimental staff of the Columbia Phonograph Co., will shortly return to America with his bride, an Irish lady of title. Owing to the activity recently displayed by various parties in the wireless telegraph field in America, Mr. Marconi deemed it advisable to visit this country and assure himself that his interests were safe and that his patents were not being infringed upon.

SEND FOR CATALOGUE OF

Blackman Record Cabinets

For CYLINDER and DISC RECORDS

JUST ISSUED

Our New Cabinet Catalogue illustrates 23 different styles and it will be hard to “Beat It.” There are 13 for phonograph records and 10 for disc. List prices from $10.00 to $75.00, and the B F S T QUALITY for the money in every case. We furnish all styles in either OAK or MAHOGANY Capacity of phonograph styles, 100 to 375 records; disc styles, 120 to 200 records.

All styles are FINISHED ON ALL SIDES and the $10.00 one.

Blackman Cabinets are fine examples of cabinet work and are an ornament to any parlor.

Every Blackman Record Cabinet is HANDSOME, SUBSTAN-
TIAL, REASONABLE, RELI-
ABLE, and represents B E S T quality.

Catalogue and price list furnished on request to dealers who write on business letterhead.

BLACKMAN TALKING MACHINE CO.
J. NEWCOMB BLACKMAN, Prop.
97 Chambers Street
NEW YORK CITY

No. 10—HOLDS 50 RECORDS

Capacity of phonograph styles, 100 to 375 records; disc styles, 120 to 200 records.

All styles are FINISHED ON ALL SIDES and the $10.00 one.

Blackman Cabinets are fine examples of cabinet work and are an ornament to any parlor.

Every Blackman Record Cabinet is HANDSOME, SUBSTAN-
TIAL, REASONABLE, RELI-
ABLE, and represents B E S T quality.

Catalogue and price list furnished on request to dealers who write on business letterhead.

BLACKMAN TALKING MACHINE CO.
J. NEWCOMB BLACKMAN, Prop.
97 Chambers Street
NEW YORK CITY
DO YOU KNOW

That we manufacture the first complete line of Full Spun Brass Horns, and Spun Bell Horns placed on the market?

That we were the first manufacturers to market a complete line of Flower Horns?

That we have followed up our original conceptions by improving and adding to our line of Horns until to-day we manufacture more styles, kinds, sizes and varieties than are made by any other manufacturer? We do this in order to suit each particular customer.

That we were among the first to manufacture Horn Stands and Horn Cranes, and have constantly improved them?

That our present line of Machine and Record Carrying Cases have developed from our years of experience in making them?

That we own or control a vast number of patents, covering not only our present methods of construction, but many more as well?

That our goods are all sold through our own jobbers? If you desire to know of a jobber in your locality where you can see them, write us.

We do not make these statements to sing our own praises, but simply to set you thinking.

If you want the latest goods, of the best manufacture, embodying the most progressive ideas,

*Look for this Trade-Mark*

**IT IS A GUARANTEE OF QUALITY**

Hawthorne & Sheble Mfg. Co.

PHILADELPHIA, PENNA.
PRESIDENT'S INTERESTING VIEWS.

The President of the International Talking Machine Co., Berlin, Germany, one of the most conspicuous men of the talking machine business in any quarter of the globe, but he is also an interesting and impressive conversationalist on trade topics. Shortly after his arrival in New York from abroad, on the "Friedrich der Grosse," of the North German Llyod line, direct from Bremen, his first trip home in five years, "to get his Thanksgiving turkey and friends," as he expressed it, he chatted informal-ly with The World as follows:

"We are working under no restrictions in Europe; that is to say, there are no fundamental patents, only constructive patents. All you need is a knowledge of the process of manufacturing, with sufficient capital, and then you can go ahead entirely free to produce and dispose of your output. The only important cylinder rec-ords on the Continent are those of Edison, the Columbia and Pathe Freres in France, the local makers having long since ceased to exist. This, however, is not true of Great Britain, where the cylinder business is fully equal, if not more im-por-tant than the disc business, the Russell Hunting Co., Ltd., the Edison Bell, Ltd., being the principal local manufacturers. Fully seven-eighths of the product are discs. There are about 50 manufacturers of disc records in Ger-many alone, but the large majority are small concerns, and not heavily capitalized, and the quality of work is inferior. We get much better prices than are obtained in the United States. For example, four sizes are made, 7 inch, that sells for 60 cents; 10 inch, for $1.20; 12 inch, for $1.90; 14 inch, for $2.40, as turned out by the Gramophone & Typewriter, Ltd., and our company, on which there is a uniform retail price of $200 per song, and that not for the so-called 'recorded songs' but only genuine records, and 10 francs—$2.00 apiece. We sell quantities of records in Egypt, Arabia, Turkey and Asiatic territory. The religious feeling is extremely strong in these countries, and the Moslems are zealous worship-ers, so that records of extracts from the Koran, and of their hymns and holy pieces sell freely. Sheet music is unknown in these coun-t ries, hence the talking machine is therefore regarded with much favor.

"The matter of copyright is bothering us lit-tle, if any. Our company has already arranged with the leading publishers in Europe, some of which are exclusive arrangements, and the rest only the right to use the same as any other parties. We are also fully protected on all the Italian classical music owned by the house of G. Recordi, of Milan, Italy. This house is strongly identified with the Societe Italiana de Fonotipia, Milan, which is a sister company of our Odeon Co., in Berlin, and which Fonotipia Company control the Recordi rights for the world.

"In the event of the passage of the new copy-right bill in the United States we would, to a certain extent, have rights on the European classical music in the United States, which the local companies here have not yet acquired. Besides the copyright feature, we have also tied up with contracts for a long term of years, or either for their natural life, many of the best artists of Europe who sing in Covent Garden, London, Scala, Paris, the Scala, in Milan, and Royal Opera in Berlin, Vienna and other European capitals.

"The copyright royalty is already in effect in Europe, being in France and Italy. The manufac-turing companies do not feel this, as it is small, usually 5 per cent. on the list price, which amounts to about 5 cents per record, which has been added to the retail price, so that the public really pays for it. Suits are now before the courts in Belgium, Hungary, Austria, Germany and Spain, and we expect favorable decisions in all these countries within two or three years, if not before. A talking machine record is cer-tainly a form of music, no matter how it may be argued to the contrary. Berliner acknowled-ges, that is the selection of the Greek word 'gramophone,' written 'sound.' The reproduc-tions of sound appertain to the ear, and this in turn effect the feelings or soul, if you please.

"I believe Europe is far more advanced in many respects in the talking machine line. This is because there is no such patent protection, and the competition is much freer to develop and make improvements than in this country."

Mr. Prescott left for Europe on December 1 by the steamship "Patricia," of the Hamburg & American line.

Siegel-Cooper Co., the New York department of the Victor Talking Machine Co., advertised the line quite extensively just before Thanksgiving, and adopted a seasonal conceit in the form of a turkey gazing into a horn.
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.

If you have a customer for a high grade Cabinet or outfit—we will help you make the sale—no charge.

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.
Edward Lyman Bill — Editor and Proprietor
J. B. Spillane, Managing Editor.

T H E  T A L K I N G  M A C H I N E  W O R L D

Edward Lyman Bill. — Editor and Proprietor

The Talking Machine World

The progress in talking machine development has been so rapid, that one who does not keep thoroughly posted with its present day inventions, and that these new applications in the industry, and it might be expected, too, that in a new trade where there are so many creative minds at work that there would be at once a clashing of interests and ideas. There are a number of important matters which have not been adjusted as yet in the courts, and probably the new year will mark many new cases which must materialize. It is said upon excellent authority that there will be some new talking machine creations which will not infringe upon present day inventions, and that these new factors will rightfully claim a good share of trade attention.

We have received communications that would run into the thousands, almost, from advertisers in various parts of the earth congratulating The World upon its admittedly fair policy and the encouragement which it has given to the talking machine industry everywhere. Such kind words are stimulating. It has been our aim to make each issue of The World better than its predecessor, and to keep thoroughly in touch with the times. In these days when express trains are tearing across the continent at the rate of a mile a minute, when the motor enthusiast is constantly taking his life in his hands in an effort to clip a second or two off the speed records, and when the captains of industry are vete-

ing with each other to see which can get the most done in twenty-four hours, the newspaper, whether devoted to the public, or to a special trade, must needs keep pace with the times. Indeed, among all lines of commercial activity the press may be said to lead in the maximum of accomplishments in a minimum space of time.

I cannot complete the two years of our existence without expressing our appreciation to our many advertisers and subscribers in all lands for the generous assistance which they have given us, all of which has helped to make this The Talking Machine World a sure factor in the talking machine trade. It shall be our aim at the beginning of the new year to make improvements wherever possible in the paper, so that we may wield a greater influence for trade weal than ever before. A trade newspaper has no right to exist unless it is helpful and is an educational force to au industry, and The World has endeavored to live up to its early declaration of principle, and to work fearlessly and independently along lines which must tend towards the broadening of the entire trade.

T H E  y ear 1900 has been in every respect a record breaker, and just now the holiday trade is its height. Jobbers have profited by the experience of a year ago, and during the summer months prepared for an active fall trade by getting in all the stock possible for early fall distribution. As a result fewer sales have been lost by reason of lack of stock. As we view the talking machine field it must be admitted that the industry is in better shape than ever before, and that a most successful year will be closed for all departments of the trade. The great factories have been rushing to their utmost capacity with day and night shifts to take care of the jobbers' orders, and they have been fairly successful in so doing, although at this time of writing, the aggregate of orders which are unfilled would amount to hundreds of thousands of machines.

The demand for the medium and high grade machines has been unprecedented, and during this month probably more of the high priced creations will be sold than any previous month since the industry was established. The re-

The progress in talking machine development has been so rapid, that one who does not keep thoroughly posted with its steady onward march will he at once amazed to note its expansion. It has developed from modest beginnings to an industry which the among its annual sales exceeds $10,000,000 and it must be treated just as carefully as any starting enterprise in the industry, and to keep thoroughly in touch with our many advertisers and subscribers in all lands, for the generous assistance which they have given us, all of which has helped to make this The Talking Machine World a sure factor in the talking machine trade. It shall be our aim at the beginning of the new year to make improvements wherever possible in the paper, so that we may wield a greater influence for trade weal than ever before. A trade newspaper has no right to exist unless it is helpful and is an educational force to au industry, and The World has endeavored to live up to its early declaration of principle, and to work fearlessly and independently along lines which must tend towards the broadening of the entire trade.

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Important.—Advertisements or changes should reach this office by the first of each month. Advertisements arriving too late for insertion in the current issue will, in the absence of instructions, be inserted in the succeeding issue.

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

SUBSCRIPTION (including postage, United States, Mexico and Canada, One Dollar per year; all other countries, $1.50. English and her colonies, free subscriptions.

Advertising Pages, $60.00; special positions, $75.00.

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

W I T H  the present issue, The World rounds out two years of existence—business years, too, they have been, for this trade newspaper institution and the industry which it represents, Both have grown by a phenomenon. And what a marvelous expansion there has been of the talking machine trade the past few years! It has developed from modest beginnings to an industry which contains institutions whose annual sales run well up in the millions, and there are those who believe with The World that the industry is still in an undeveloped state, almost that of infancy, that its future will be more brilliant than its past.

THE progress in talking machine development has been so rapid, that one who does not keep thoroughly posted with its steady onward march will be at once amazed to note its expansion month by month. One well-known member of the trade remarked recently that even a comparatively brief absence from the trade prohibited one from keeping in touch with its marvelous development. This is true, and the up-to-date business man, whether manufacturing, jobbing, or retailing, must keep in the closest touch with every branch of the industry in which his interests lie.

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T H E  progress in talking machine development has been so rapid, that one who does not keep thoroughly posted with its steady onward march will be at once amazed to note its expansion. It has developed from modest beginnings to an industry which contains institutions whose annual sales exceed $10,000,000, which must tend towards the broadening of the entire trade and its further progress. The reproduction of sound in various forms is attracting the most inventive minds of the country, and it is reasonable to expect that surprising developments will be the result of this application of grey matter to the solution of a problem.

T H E  industry has developed so rapidly that there is today really a dearth of expert salesmen who have an accurate knowledge of the needs of the selling department of the business. It is not every one who can sell talking machines and accessories. To begin with, a man must know something about the machine, its possibilities, in order to interest trade which may be somewhat skeptical and may possess the old-time prejudice against talking machines which dates from former years when crude creations were in vogue. The sale of talking machines must be treated just as carefully as any other branch of trade. Salesrooms must be attractive, and should be in the charge of competent, trained men, and, as we have stated before, the industry has expanded so rapidly that it has not produced experts in sufficient quantity to meet the present day demand.

S O M E of the music dealers who have taken on talking machines have treated them indifferently—have placed the departments in the hands of men who know nothing about the educational qualities of the machine, or possessed no knowledge of how to exhibit them properly, and as a result many of these departments have not paid. To obtain any measure of success today it is necessary to have an objective point in view, and to work energetically and confidently toward it. You cannot accomplish a definite object with a makeshift plan, and no matter what line a man is selling, a great deal depends upon the personal feeling which his customer has for him and for his knowledge of the goods which he offers for sale.

S O M E lines of merchandise naturally impose restrictions on the man who sells them. In disposing of certain classes of goods he is denied of many selling helps and pointers commonly employed by other salesmen. One of the surest tests of the man's ability is to find the greatest number of talking points in proportion to the number of restrictions which his line placed upon it. Another equally sure test is the use he is making of such talking points when he has discovered them. Now the talking machine of to-day possesses many excellent talking points which, if thoroughly understood by a salesman and shown off to excellent advantage, will be sure to impress a customer. To-day there are many talking machine outfits sold at retail from $100 and up, and to successfully close such sales requires the exercising of some ability, therefore a salesman should inject the same enthusiasm into the talking machine business that he would into any other trade where he hopes to win increased remuneration.

B U S I N E S S to pay to-day must be run along systematic and correct lines, else the merchant may be sure to lose business. With the good times so general, and so many people who have the money to buy talking machines, there is every reason why the business should continue to expand, but the demand for talking machines will not come unless every one interested does his part fully in creating and accentuating interest in the talking machine.
Records of Notable Men.


Reference has been made in The Talking Machine World on several occasions to the splendid work which the Academy of Science in Vienna is accomplishing in securing records of notable men and fast dying dialects for the use of posterity. The record office of the Academy has again been enriched with records of five expeditions which supply interesting material for the study of philological science.

Professor Dr. J. Schatz gathered in North Tyrol and Vorarlberg specimens of German dialects on 41 cylinders. Dr. Poch had taken with him a phonograph of the record office to New Guinea, and had sent back 32 excellent records, which contained the language and music of the natives, especially of the Monomimo tribe. Particularly interesting are the war songs with drum accompaniment, and the drum signals with which the tribes are in communication from village to village. Dr. Felix Exner recorded in India old Sanskrit songs and brought 65 unapproachable records of same. Franz Scheirl, who specialized in Pingsan dialects, supplied 32 cylinders to the record office.

In addition to these, Field Marshal Lieutenant Freiherr von und zu Eisenstein placed at the disposal of the record office cylinders made in connection with his trip to South America. These were made with an Edison phonograph. As well as the language and dialect records mentioned above, a quantity of records of the voices of celebrated personalities have been lately acquired. The recording of the voices of famous individuals is being carried on systematically.

The record office expects shortly the return of Dr. Poch and Dr. R. Trebitsch and Dr. von Küssler will make records for the record office.

That the talking machine is also recognized as an instrument of scientific value in this country is demonstrated in the action taken recently by directors of the Smithsonian Institution of Washington, of Harvard University, and of Yale. At the Smithsonian they are making a collection of talking machine records of the various dialects of our Western Indian tribes to reserve them against the time when the Indian tongues shall have disappeared from human speech. The Smithsonian people began this work as far back as the time of the Buffalo Fair, when they had all of the Indians at the fair speak into the machines for records. As an evidence of their appreciation of the fact that they were to go through some important ceremony, the Indians arrayed themselves in full war paint and all their other toggery, and the wildness of their appearance created a mild panic for a moment in the building where the records were made.

Harvard and Yale are using their collections of these records in connection with the departments of ethnology and philology, the chief feature of the Harvard collection at present being a record of a speech by Emperor William.

It Pays to "Plug Along."

A Lesson Which Is Worth the Attention of Ambitious Talking Machine Men.

Jim Smith opened a little talking machine store on a small street in Smithville. He had no clerk, did his own buying and selling, kept his own books, delivered the purchases after shutting up time, had the place open early in the morning, kept it neat and clean, and worked like a horse.

A traveling salesman, who had sold him his first bill of goods, came around at the end of six months, and sang out, "Well, Jim, how goes it?" "Just a-plugging along," said Jim. The next year Jim had a clerk. He had taken down a partition, and was using a back room for his larger stock of goods. He was only taking thirty days' time on his goods, instead of ninety. When the breezy salesman blew in and cheerily called out, "How are you doing, old man?" Jim managed to say: "Just a-plugging along."

Three years later, Mr. Smith had his sign over a larger store on Main street. He had two clerks—a girl to look after the cash and the books, and a boy and wagon for the delivery of goods. He arose as early and worked as hard as ever. Paid cash for his purchases, and took advantage of the discounts. But he was the same quiet, persistent fellow as at first, and the salesman who had sold him the first bill of goods was mighty glad to keep his trade. When he came in he would say, "Well, Smith, how are you to-day?" And Mr. Smith, without raising his voice, would answer: "Just plugging along."

Smith to-day owns a big retail and jobbing talking machine store, and sends out his own traveling men. He is rich, respected, and one of the leading men of his place. And when any man says to him, "Smith, old fellow, you have been mighty successful. How in the world did you hit it at your age?" he never raises his voice, but says in the same old tone: "Just plugging along."

Big Increase in Business.

The Hawthorne & Sheble Manufacturing Co., of Philadelphia, claim their increase in business during the past few months has been simply phenomenal. They attribute these conditions to several causes. First, healthy condition of the talking machine trade; second, prosperity of the entire country; third, the progressive and up-to-date line of talking machine supplies they are manufacturing.

The preferential tariff on talking machine records from England to Australia is now only 30 per cent., ad valorem, whereas other countries have to pay an import of 50 per cent.
Holiday Trade Inaugurated Under Cheering Auspices—Looks Like the Biggest December Trade Ever Done by Local Jobbers and Dealers—A Progressive Dealer Is Con. Hogan—VICTOR TALKING MACHINE TO BE HANDLED BY HILLMAN—Topham Resigns from Columbia Co.—Will Engage in Business on His Own Account—Cable Organization Being Perfected—Fuhri Takes Charge of Columbia Headquarters—Some Further Changes—Thompson Resigns from Rothschilds—Salter Mfg. Co. Have Big Demand for Cabinets—Abercrombie’s Success—Progress of the Chicago Case Co.—Lyon & Healy’s Language Department—Wurlitzer Co.’s Holiday Trade—Big Orders for Babson Bros.—Other News.

(Exclusive to The Talking Machine World.)


The holiday trade is on with a rush, and from all indications on State street and Wabash avenue, the talking machine is receiving even more than the ordinary amount of attention. All the departments are doing an excellent business, and this promises to be the biggest December the local retailers have done. All the principal concerns are using unusual space in the dailies extolling the merits of the talking and singing machine, as one advertiser aptly puts it, for holiday gifts. The jobbers are having a splendid trade. October was rather below expectations, but the November business was remarkable, and at the present time wire orders are numerous and urgent, indicating a brisk business in the country as well as the large cities. As a rule, there seems to be little trouble in filling record orders promptly, but there is a shortage on some types of machines. Altogether supply conditions seem to be considerably better than last year. Con. Hogan, of Ashland, Wis., and one of the largest retail dealers of that State, was met at Babson Bros. last week. Mr. Hogan has worked up a large business under unusual difficulties as he is absolutely blind. He is standing up to the disinterested people who have been his admirers. He is trying to reach the discontented and in spite of his affliction he simply radiates good cheer and optimism. He is an enthusiastic reader of The Talking Machine World, by proxy, and keeps thoroughly posted regarding the developments in the talking machine business in the larger future of which he is a strong believer.

The talking machine department of Hillman’s, under the management of Mr. Israel, is going to make a strong feature of the Victor in the future.

Virginius Moody, city sales manager for the Babson Bros. last week. Mr. Hogan has worked up a large business under unusual difficulties as he is absolutely blind. He is standing up to the discontented and in spite of his affliction he simply radiates good cheer and optimism. He is an enthusiastic reader of The Talking Machine World, by proxy, and keeps thoroughly posted regarding the developments in the talking machine business in the larger future of which he is a strong believer.

Richard Topham has resigned as travelling representative for the Columbia Co., with whom he has been connected for five years, and will engage in business on his own account, selling machines and supplies direct to the dealers. He is now completing his lines, and will shortly open an office and salesroom in the loop district. He expects to have his new device of his own invention for cylinder machines ready for the market early in the year. He ranks among the old-timers in the trade, as he first began selling talking machines in 1898. He is by the way the son of James S. Topham, the veteran case maker of Washington, D.C.

C. W. Long, manager of the talking machine department of the Cable Company, is rapidly getting his organization perfected. James R. Milne, who enjoys the reputation of being one of the crackerjack salesmen of the trade, has joined the forces of the talking machine department, and is now on a trip through the Northwest. E. G. Zerke, now with the Robert Johns Co., goes with the same company January 1. J. G. Shepherdson has taken hold of the installment department, and is pushing his end energetically. The offices of the department have been moved to the wholesale quarters on the third floor of 250 Wabash, occupying ample space fronting on Wabash avenue. Here are to be found Mr. Larson, whose special care is in the wholesale department, and Mr. Shepherdson, installations, while Mr. Long has a private office to himself. The company recently advertised in the dailies, offering prices consisting of Columbia outfits to school children sending in the largest lists of owners of talking machines, and as a result they have a valuable directory of thousands of record buyers.

Harry Tilt, traveling out of Pittsburg for the Hawthorne-Shebee Manufacturing Co., in the interests of the jobbers of that city, will spend the holidays at his home in this city.

W. C. Fuhri, for the past nine years in charge of the St. Louis office of the Columbia Phonograph Co., arrived in Chicago on November 26 to assume the duties of district superintendent.

He has charge of all the territory formerly covered by both the Chicago and St. Louis offices. H. L. Willson, who was promoted from assistant manager to manager of the Chicago office when Mr. Dorian went East, left on the 20th for New York to assume an important position in the executive office. C. F. Eber has been promoted from assistant manager to manager of the Chicago office. November was one of the largest months in point of sales the Chicago office has ever known.

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PROMPT SHIPMENT

We are exclusive distributors of Edison Phonographs and Records

Largest Edison stock in the West.
250,000 records now on hand.
Orders filled the day received.

BABSON BROTHERS

304 Wabash Avenue, CHICAGO, ILL.
has tendered his resignation, effective January 1. Mr. Thompson went with the house and organized the talking machine department eight years ago. He certainly deserves great credit, as he had developed the talking machine department to its present large dimension, while having the entire charge of the toy, sporting goods and camera departments. He was the originator, at least in Chicago, of the dollardown dollar-a-week plan. He has not yet concluded arrangements for the future, but has several propositions under consideration. His successor at Rothschild’s has not yet been appointed.

The Salter Manufacturing Co., this city, are very busy shipping record cabinets, their new styles recently introduced having met with instant favor with the trade. They have so increased their capacity as to enable them to prepare for the holiday rush, and are able to ship promptly from stocks any of the excellent styles of disc and cylinder cabinets in their catalogue.

Frederick Sheppy has returned from a trip to points in Michigan and Canada which resulted in some good orders for Crescent tone regulators.

November proved the heaviest month the Talking Machine Co., with the opening of the new factory at 9119 Commercial avenue, South Chicago, has added Edison talking machines. The Chicago Case Co. have been having a notable business on their extensive line of machines and record cases. The many changes made in the cabinets of some models of machine have made it somewhat difficult to carry out their idea of carrying cases in stock for every machine made, but they have managed remarkably well under the circumstances and their enterprise in keeping pace with the times has won them many new friends in the trade.

Kreiling & Co. are experiencing a steadily increasing demand for the “Tiz-it” all metal ball and socket horn connection for cylinder machine. They have recently made a number of shipments to Europe.

The language department at Lyon & Healy’s is not experiencing the dulness which one would suppose would be its lot during the holiday season. Manager Lewis is laying stress on the advantage of a holiday gift which is an educator as well as an entertainer. He has placed 350 language outfits since he established the department.

At the Rudolph Weltlin Co., both the wholesale and retail talking machine departments were found busy engaged in caring for the holiday trade. The magnificent new store furnished them with facilities for handling business in marked contrast to those of a year ago. The company have established a phonographic language department. Mr. Mestraud, traveling representative of the language department of the International Correspondence Schools, has been demonstrating the system to visitors at the store for the past two weeks.

Manager George M. Nishett, of Babson Bros., wholesale, 594 Wabash, was just entering the 119th order received in the day’s mails when The World representative called. The firm’s jobbing business is exceeding all expectations entered for it when it was inaugurated a few months ago. They carry an enormous stock of Edison records and are making quick shipment. Lyon & Healy are sending to the trade a list of 350 records, which their stock book shows to be the largest sellers. It is referred to as of particular value to beginners making up an order for the first time, and who naturally wish to avoid “dead stock.”

CHICAGO’S AUTOMATIC TRADE.


(Special to The Talking Machine World.)


When the Victor Novelty Works, 81 South Jefferson street, incorporated and commenced business a few years ago they made nothing but vending machines. Recently, as the trade is well aware, they have put a high-grade coin controlled talking machine on the market, and they are now conducting this branch of their business under the name of the Shelly Manufacturing Co., in order to avoid any confusion of name with that of the Victor Talking Machine Co. They have given their machine the name of the Concertophone—a decidedly descriptive name, as it is equipped with the Columbia Twentieth Century graphophone reproducer, securing a loud, clear tone, carrying to every corner of the largest room, although the volume of tone can be reduced at will by means of a good tone regulator.

The Boyd-Harrison Co., 6 and 8 Madison street, are having an excellent trade on the Standard and Favorite electric pianos. Not only are they placing a number of machines locally, but they are doing a nice wholesale business with dealers as well.

A number of Western talking machine dealers found moving picture machines a profitable side line. A visiting dealer said: “We frequently receive inquiries from parties desiring to give moving picture exhibitions on the road, but hesitated to go into the business, fearing that they were not equipped with the requisite knowledge and facilities to handle it. This is not the
I stock and are in a one.

be an exceptionally good

and mail it to us.

to every dealer.

to send our announcements
great interest and we want

attractive special offer to

warerooms.

ments.

OF TALKING MACHINES
RECORD CABINETS AND
RECORDS AND SUPPLIES
CYLINDER GRAPHOPHONES
COLUMBIA DISC AND
RECORDS AND SUPPLIES
RECORD CABINETS AND
SUPPLIES FOR ALL KINDS
OF TALKING MACHINES

We carry a complete stock and are in a position to make Prompt Shipments.

All of our goods are new. No second grade or worn stock is carried in our warerooms.

Our Monthly Specials.

Every month we have an attractive special offer to make to Dealers.

These offers have created great interest and we want to send our announcements to every dealer.

Is your name on our list? If not fill out the coupon and mail it to us.

The December offer will be an exceptionally good one.

SEND THIS COUPON
THE CABLE COMPANY
Chicago
Please send announcement of your December special offer, and put my name on your list.
Name ____________________________
Street and No. _______________________
City ________________________________

THE CABLE COMPANY
Talking Machine Department
CHICAGO

case, however, as the instructions for operating issued by the manufacturers are very complete. We have sold a dozen outfits in the last six weeks, and find it a very satisfactory line to handle."

A. V. Chandler, city representative for the National Phonograph Co., is exhibiting with a great deal of pride the two latest styles of the Edison slot machines at his office on the sixth floor of 301 Wabash avenue. One, the Eclipse, is a direct current machine, and the other, the Windsor, is run by a battery. They are equipped with improved motors, and are housed in handsome Marx Wagner cabinets.

The Mills Novelty Co. have purchased the Wonderland automatic parlor at 177 West Madison street, from W. W. Freeman, the former proprietor.

J. Blumberg, Western manager for the Regina Co., is exhibiting a remarkable demand for the Regina Sublima. The smaller styles, Nos. 303 and 304, are making a decided hit with slot machine operators desiring to operate a large number of instruments on account of their lesser size and weight. The automatic Reginaophone (coin-operated talking machine) is another favorite with automatic parlor proprietors on account of the small space occupied and the number of selections at the disposal of the customer.

HAS THE TALKING MACHINE A FUTURE?

BY C. W. NOTES, CHICAGO.

It is very hard for the general public to conceive the future possibilities of the talking machine business. The business has been considered somewhat of a fad, something that would assume a large proportion to-day and be unheard of to-morrow. From the writer's point of view this is a sad mistake, and the necessity of making a staple business of talking machines is of importance.

The business depends, of course, entirely upon the fact that the American public are great lovers of music; therefore the business in itself may be classed as that of a luxury, and the talking machine, in being classed as a luxury, would enter the same field as the automobile or the private yacht or the country home, or we might have said several years ago, the bicycle.

Let us stop to consider for a moment the difference between the bicycle as an entertainer and the talking machine. In order to enjoy a spin on the bicycle it becomes necessary to change one's clothes, oil the wheel, pump the tires and work the pedals; therefore the pleasure of riding was counteracted by a certain amount of exertion. This exertion became tiresome after a while and finally became obnoxious, with the result that the bicycle was left for the junk pile.

This exertion became tiresome after a while and finally became obnoxious, with the result that the bicycle was left for the junk pile. This is undoubtedly the reason that the bicycle lost its prestige so quickly.

It is a undisputed fact that the American public is continually looking for the greatest pleasure to be had from the least effort. This is brought about by the up-to-date methods of the present generation, whereby the first thing to be considered is the amount of labor necessary to gain the desired end.

The talking machine is an instrument that requires absolutely no effort upon the part of the user. No matter how tired the business man or the housewife may be at the end of the day, no exertion is required to start the talking machine and produce the music that soothes and pleases.

For this reason, if for no other, the talking machine is here to stay, and the business is bound to increase as the machine becomes more generally popular.

Planos have been on the market for the past two hundred years, and more planes are sold than ever before. Is it not a fact that people desire the greatest amount of pleasure with the least exertion; to prove this statement, consider the number of self-playing pianos that are being sold to-day.

It may be possible that the talking machine will some day be unheard of, but it is the writer's opinion that if such is the case it will be the time that Gabriel finally blows his trumpet, and who knows but what he may use a talking machine for this purpose.
of Los Angeles, one of the largest retail dealers of the George K. Birkel Co., music dealers, while his uncle, Ed. Geissler, is vice-president in the trade which would do credit to one boasting much longer business experience. Mr. Geissler went with him and joined the Victor forces. He visited all the large Eastern distributors with his usual success. Probably his most important work in the East was the initiation of the talking-machine department of the M. Steinert & Sons Co., of Boston. He conducted the introductory series of concerts at the Boston store, and also aided in installing and developing the departments in the company's 36 branch stores throughout New England.

Mr. Geissler came to Chicago and assumed the management of the old-time jobbing house of the Talking Machine Co. in February of this year. That he has met with success is evidenced by the fact that although, with his coming, all other lines but the Victor were dropped and the large retail business formerly conducted by the company was discontinued, the business this year has shown a notable increase over that of 1905. Mr. Geissler, by the way, is the originator of the custom now pursued by all large distributors of placing all disc records into protective envelopes on their receipt from the factory, and carrying and shipping them to the trade in that manner. Mr. Geissler was quick to enter into the social and club life of the city of his adoption. He is a member of the Athletic Club and is again displaying the physical prowess which made him a member of the Leland Stanford football and baseball teams, and afterward captain of the All-California football team. He is a member of the club's water polo team, and is its champion plunger for distance.

COMMERCIAL GRAPHOPHONE GROWTH

Interesting Chat With J. W. Binder Who Says That the Commercial Graphophone Business Is Increasing 33 1-3 Per Cent. A Month.

(Special to The Talking Machine World.)


"How is the commercial graphophone business?" echoed J. W. Binder, the manager of the Columbia Co.'s, General, commercial department, in answer to The World man's question.

"Well, you can draw your own conclusions when I tell you that the business is increasing at the rate of 33 1/3 per cent. a month. If you can show me any other branch of the talking machine to expedite and facilitate the recording of thought. This the commercial graphophone in its present perfected form certainly does. Hence we do business. It's just like the case of the man from Arkansas who has an aversion to doctors, and believed that the best panacea for all physical ills was a drink of whisky. One day he had the misfortune to break his leg, and he knew that if he had any physical ills he could have had recourse to his sovereign remedy. When he sobered up two days later his leg was still broken, and he sent for a doctor who helped him out. Perhaps the simple is not exactly true, because the limb of the business world is not broken with work, but it is certainly badly "bent," as Bert Williams would say. We supply the remedy, hence they are beginning to "send" for us. See?"

"What am I doing in Chicago?"

"Well, now, old man, I am intensely interested in Psychic phenomena with special reference to the abstractation of the oversoul, but still, you may infer that my visit has to do with the extension of the use of the commercial graphophone. Then, I have many old and dear friends here, whom it is a pleasure to visit in spite of the fact that some of them are parsons and others perfect Fuhrists."

THE YOUNG MEN'S OPPORTUNITY.

By C. W. Long, Chicago.

It is a well known fact that notwithstanding the wonderful development of the talking-machine industry, the supply of thoroughly posted competent men in all branches of the business is less than the demand. C. W. Long, who recently assumed charge of the talking-machine department of the Cable Company, Chicago, has something to say on the subject which will no doubt be read with the keenest interest by all ambitious young men.

"There are many games of interest to those who participate in them and to their friends that command universal attention. Yesterday it was baseball, to-day it is football, to-morrow it will be something else. But the greatest game of them all, and one that we play year in and year out, is business. On some sides we hear grumbling that opportunities for the advancement of young men are not so great as they were fifty years ago, but if that same young man would survey the field he would find that there is room on the firing line for more successes in proportion to the increased population than his grandfather ever had. The
impossible to get sufficient employees in the various branches to properly conduct the business. I know of no field to-day that offers rapid advancement and inducements for capable young men equal to this one."

**FIFTEEN YEARS OF PROGRESS.**

The Splendid Work of the International Correspondence Schools Emphasized at the 15th Anniversary of This Institution.

The International Correspondence Schools at Scranton, Pa., well known in the talking machine trade through their system of teaching foreign languages by means of the phonograph, celebrated their fifteenth anniversary recently, and the important position which this institution has won was recognized by the leading men present as well as by the interesting speeches delivered by Charles Emery Smith, Postmaster General and now editor of the Philadelphia Press. These speeches were one of a small army of notabilities in attendance, representing practically every line of effort in the industrial, educational and commercial worlds.

In the fifteen years that have elapsed since President Foster established the correspondence instruction system this institution has brought happiness and advancement to more than a quarter of a million of ambitious Americans who now occupy positions of trust throughout the country. This does not include hundreds of others who have advanced to their positions by means of the language courses, thus fitting for honorable and lucrative employment many who would have remained in the "rut" were it not for this university extension scheme, for such it may be termed.

The value of the work of the International Correspondence Schools is well measured by the fact that its graduates in civil, mining and electrical engineering, as chemists, as managers, as chemists, more than hold their own with the graduates of the best technical schools.

At the celebration of the fifteenth anniversary there were over one thousand guests, and the grand banquet eight hundred covers were laid at the Armory. Among those present were: Elbert Hubbard, who acted as toastmaster; Bishop Hoban, Bishop Talbot, John Mitchell, Dr. Homer Greene, who acted as toastmaster; and among the many notable speakers were Colonel H. L. Scott, Lieutenant Commander H. B. Wilson, ex-Congressman Conwell, Congressman Dale, Judge Edwards and President Foster.

The address of President Foster at the exercises was most illuminating and convincing. It showed the great possibilities of education by correspondence as well as the splendid work accomplished by the International Correspondence Schools. Mr. Foster's system has brought the university close to the student, without removing the home influence so necessary to the upbuilding of character.

**UNIQUE CHRISTMAS GIFT.**

A unique Christmas gift was bestowed upon a young man in business in the Philippines when the family purchased a talking machine, all talked into it themselves and induced everyone to do so in whom the young man had an interest, as well as many who were connected with his university. College and class songs were sung for it, jokes repeated and familiar sayings given a new lease of life; nothing was forgotten to make it the embodiment of home to the wayfarer in a far land, to whom it was dispatched that it might reach him at his solitary Christmas time.

The business of the Home Talking Machine Co., Dayton, Ohio, has been purchased by E. B. Austin, and in future will be conducted under the name of the E. B. Austin Music Co. The company have put in a line of pianos and removed to larger quarters at the corner of Fourth and Jefferson streets.
BEKA RECORD

THE BEST and CHEAPEST DISC

IN THE WORLD

The largest and most Comprehensive Repertoire which has ever been compiled, in

- GERMAN
- ENGLISH
- FRENCH
- ITALIAN
- PORTUGUESE
- RUSSIAN
- AUSTRIAN
- HUNGARIAN
- DANISH
- SWISS
- DUTCH
- SPANISH
- CHINESE: SWATOW, GUAKAU, PEKINESE, SHANSINESE, HANGNHANESE, CANTONESE
- HINDUSTANEE: URDU, MARATHI, GUJARATHI, HINDI, TARSI
- ARABIAN
- TURKISH
- TAMIL
- MALAYIAN

INTERNATIONAL CATALOGUE (224 Pages) GRATIS
(See description in pages 23 and 24 this issue)

UP-TO-DATE ADVERTISING

Correspondence invited

Beka Record, G. m. b. H. Berlin, Heidelberger Str. 75-76
SOLE AGENT FOR GREAT BRITAIN AND COLONIES
O. RUHL, KIMBERLEY HOUSE, 6 and 7 REDORROSS ST., LONDON, E. C.
REVIEW OF TRADE IN ENGLAND.


(Special to The Talking Machine World.)


At this time of the year the spirit of friendship is much in evidence, and it is most agreeable to wish each other all happiness, a jolly Christmas and prosperity during the coming new year. I am no exception to the rule, and would therefore, before proceeding further, like to wish all who read these lines the usual hearty greetings.

There is one thing, however, that somewhat mars this splendid outlook, and that I should mention it, is but in the interest of the parties most concerned. I refer to the continued indifference of the majority of dealers to adopt for themselves pamphlet and original methods of attracting custom. Taking individual retailers one finds they do a fair business as they go along in a stick-in-the-mud groove, but at this time especially were they to make more endeavor to seek instead of waiting for custom, I am confident the result would surpass more than a few.

Although more cylinder records are sold than flat, from all reports and observation, the latter is gaining influence so fast, that they will soon run ahead of the cylinder trade, having regard also to the fact that disc machines are much more in demand than hitherto.

Pallas Co. Registered.

The Pallas Co. was recently registered with a capital of £1,000 in £1 shares to carry on the business of manufacturers of phonographs, etc. There was no initial public issue, and no articles of association. Registered office is at 10 Ironmonger lane, London. The manager stated in a recent interview that they are engaged in perfecting a few details of their machine, which will be ready shortly.

"Here's a State of Things."

The state of trade may be gathered from a little incident that occurred last I called upon the American Talking Machine Co. There was a rush of air and Mr. Nottingham was upon me. Gasping out that he was too busy to stop for the usual chat, he vanished, leaving me to ponder over the consequences of large bank failures.

C. H. Miller Leaves for the States.

C. H. Miller, of the Columbia Phonograph Co., said farewell to his associates and sailed for America November 10. Mr. Miller is going to the dry climate of the far Southwestern States of America to live an open-air life for six months, as he found the climate of London was undermining his health. Five years ago he entered the employ of the Columbia Co. in their London establishment, and by his talent and industry quickly made his way to a position of trust and responsibility. When the retail branch in the West End was opened up he was placed in charge, and under his capable management it showed constantly increasing sales. He was largely instrumental in securing the order from Sir Trelawny-Sinclair for the graphophones and records for over 300 British hospitals and asylums, and arranged all the details of the presentation of the outfits to the institutions.

Although resident in London for six or seven years, Mr. Miller was one of the few Americans who had never crossed the Atlantic, having arrived in England via the Pacific, Australia and the Suez Canal. When he reaches Chicago for his Christmas turkey he will have circumnavigated the globe. As a souvenir of his long association with them, his fellow employees presented Mr. Miller with a handsome solid leather kit bag, with every traveling requisite. Marion Dorian, assistant general manager, made the presentation in a graceful speech, to which Mr. Miller modestly replied, after which there were farewells and best wishes for all from his complete restoration to health.

David Bruce & Co. Bring Suit.

On the 27th of October last a writ was issued in the Chancery Division of His Majesty's High Court of Justice by David Bruce & Co., Ltd., the assignees of Gardner's patent, against the "Gramophone & Typewriter, Ltd." to restrain them, the defendants in the action, from infringing Gardner's patent and for damages for infringement of such patent. The patent referred to covers the application of screw attachment to the diaphragm of sound boxes for the purpose of regulating sound waves.

A Circular from Edison Bell Co.

The Edison Bell Co. have sent the following letter to their factors: "Dear Sirs—We are not satisfied with the amount of business done in our British-made phonographs, and are determined that the public must be made better acquainted with their advantages.

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Adapted for Victor Taper Arm and also Direct Horn Machines

Dealers’ 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.

H. Miller Honored by Associates.

Infringement Litigation.

Some Recent Catalogues.

American Songs Abroad.

New Machine at Barnet-Samuels.

Interesting Letter from the Wilds of Africa.

Busy Times with National Phonograph Co.

Fonotipia Co. Honored by Queen of Italy.

Interesting Chat on Price Cutting.

Marconi in the Public Eye.

The New Columbia Building a Magnificent Structure.

The News of the Month in Detail.

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.
Once you have heard Pathé's discs you will never buy others.

Pathé's discs are played without a needle, hence their great superiority.

The time for fancy prices for discs is past. We give you the greatest star artistes at one uniform price, 3/- per disc.

The great superiority of the Pathé disc is obtained by using a sapphire point. There is no changing the needle, gives the natural voice.

Pathé's répertoire contains over 20,000 selections drawn from all parts of the world.

Pathé's phonos

London warehouse, 14, 16, 18, Lambs Conduit Street (w.c.)
London retail showrooms, 64, Regent Street, London (w.)
THE
"KNOCK DOWN"
SEARCHLIGHT
HORN

Style—Red Gold Striped "Knock Down."
For all cylinder and disc machines

FOR DESCRIPTION SEE OTHER SIDE
THE "KNOCK DOWN"
SEARCHLIGHT HORN

A LARGE HORN IN A SMALL BOX

The "Knock Down" is the regular Searchlight Horn, so constructed, as to be easily taken apart.

Size 21 x 29 for Cylinder Machines
Size 21 x 22 for Disc Machines

Finished in red and blue
Plain or decorated

The manufacturers warrant it to be the strongest and only acoustically perfect horn in the world.

The Jobbers and Dealers in these horns are protected by United States letters patent.

REPRODUCES THE FULL STRENGTH OF THE RECORD

Sold only through Jobbers
Send to your Jobber for Samples

MANUFACTURED BY THE
SEARCHLIGHT HORN COMPANY

753-755 Lexington Avenue

MANUFACTURED BY

MANUFACTURED BY THE
SEARCHLIGHT HORN COMPANY

753-755 Lexington Avenue

Distributed by

CONROY PIANO CO.,
DOUGLAS PHONOGRAPH CO.,
E. F. DROOP & SONS CO.,
HARGER & BLISH,
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SOUTHERN TALKING MACHINE CO.,
WELLS PHONOGRAPH CO.,
R. S. WILLIAMS & SONS CO., Ltd.
RUDOLPH WURLITZER CO.,

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Chicago
St. Paul, Minn.
New Orleans, La.
Pittsburgh, Pa.
Atlanta, Ga.
Spokane, Wash.
Dallas, Tex.
Toronto, Canada
Cincinnati, O.
We are making a special appeal direct to the trade, and have every belief that the change in our policy will be productive of a very considerable increased trade in the phonographs made by this company. We are having a very large demand for our new extra-long records, a demand to such an extent that it was entirely unexpected. The first parcel of 13 titles had a wonderful run upon them, and we are even now a large number of orders in arrear. We have just got out another parcel of 24, composed of very popular titles, including Christmas records, which, no doubt, will bring a lot of orders from all over the country.

**Decision Not Yet Announced.**

No judicial decision has yet been given in respect to the recent action between the National Phonograph Co. and the Edison Bell Consolidated Phonograph Co., Ltd., reported in our last issue, in which the Judge refrained from giving a decision at the time.

**Lyonsaphone Co.'s New Catalogue.**

The Lyonsaphone Talking Machine Co. have just issued a neat little catalogue of the Zonophone and Sterling Hebrew records. The list is tabulated in a manner easy for reference, and is a most useful adjunct to any dealer's business. Mention should be made of this firm's sound box. It is their own make, and they claim it to be one of the best upon the market. Styled the Lyonsaphone Opera Sound Box, it is worthy of its name, as a recent test proved beyond a doubt. In tonal qualities it is all they claim for it, and dealers should write to Messrs. A. Lyon & Co., 75 City road, London, for further information.

**Williams & Walker's Songs in England.**

Who is it that does not remember "In Dahomey"? In London and the province the theatrical company of American negro comedians who presented that musical comedy met with unqualified success. The names of their principals, Williams and Walker, were familiar to all accustomed with the entertainment world, and every small boy on the street was whistling "I'm a Jonah Man," one of the lists of the piece. Both these comedians are under exclusive contract with the Columbia Phonograph Co. to make Columbia cylinder and disc records. In the Columbia December supplement the song, "No-body," is announced, sung by Bert Williams, with orchestra accompaniment. No. 33,011 in Symphony and No. 3,422 in 10-inch disc. "No-body" is a song from Williams and Walker's new production, "Oh mamma!" Its humor is quaint, and Williams' style in rendering the song is absolutely inimitable.

**Some Musical Robbers.**

The presence of the Edison Co. (Ltd.), of High Holborn, were recently broken into, but no material loss seems to have resulted therefrom. The affair created unusual interest as the prisoners had apparently indulged their musical taste by playing over a few records.

**Barnett Samuel's Best Sellers.**

"It's the machine of the season," said Messrs. Barnett Samuel's, when I called upon them. This remark was made with reference to the Excelsior phonograph which that well-known firm are now making a special feature of—in a extrasolid oak case and driven by gearing the feed screw, the motor is nearly silent while running, so that perfect regulation and even running is assured. This machine retail at 32s. 6d., and strongly appeals to dealers, owing to the large margin of profit which accrues by it has already met with a phenomenal sale, which is most gratifying to Messrs. Barnett Samuels. Another feature about this special line is that it runs two records at a wind, and can be wound while running. The Edison Gem is also a splendid seller, owing to its reliability and attractive appearance, not to mention its popular price. The "Gem" is received well, not only by dealers (who find the sale most profitable), but by the public, who seem to have taken a particular liking to it. Another popular line is the cylinder La Belle machine, which has a feed screw and retails at the low figure of 1 guineas. The firm claim this line to be one of the most reliable machines of its kind on the market. Messrs. Barnett Samuel's are sole agents for the Dolcephone—made in three sizes, and retail from 25s. 6d. up to 6 guineas.

Their new catalogue is well got up, and is profusely illustrated with all kinds of machines and accessories, etc., suitable for disc and cylinder machines. One item which merits a few remarks is a specialty fine needle, which is exclusively made in England for this company. They are packed up in artistic metal boxes, containing 200 in each. Messrs. Barnett Samuels are sending post free a sample box to any dealer that cares to test them. The price of same is such that will allow a good profit.

**Arranging Christmas Windows.**

Enterprising dealers may now be busily engaged in arranging their Christmas window show. Many original dressings are to be observed in London districts, and much public attention—and certainly trade—is thereby secured.

**The Graphophone in Africa.**

A most interesting letter has recently been received from the wilds of Africa by the Columbia Phonograph Co. The writer, Mr. Pontelli-Weatherly, F.R.G.S., well known as explorer and big game hunter, has some good things to say about the graphophone which invariably accompanies him on his journaies. After describing the sensation it created on board ship on the voyage out, he goes on to speak of its reception during his progress through Africa: "At Biegra it was played nightly for a week at the earnest request of the townspeople. At Tete it was kept going morning, noon and night for the month I was there. The Europeans at the Nizzie Gold Mines, five days north from there, have written ever and over again, 'Do come up and bring your graphophone.' As to the natives about here..."
they crowd in from all parts on the chance of
34
THE TALKING MACHINE WORLD.

The entirely unsolicited testimonials that we are

The Russell Hunting Record Co., Limited

MANUFACTURERS OF THE

THE RUSSELL HUNTING RECORD CO., Limited

81, City Road, London, E. C., England

They crowd in from all parts on the chance of

they crowd in from all parts on the chance of hearing it—it is called the Wo bi—their nearest approach to Woh, Bill!—a song they all love. It does me good to hear the black crowds, all

The Russell Hunting Record Co.

A m a nufacturers of the "STERLING" RECORD

Every Sterling Master is Recorded by RUSSELL HUNTING

The Originator of the "Michael Casey" Series.

WE GUARANTEE EVERY RECORD TO BE PERFECT.

"STERLING"

GOLD Moulded Records 25 CENTS EACH.

LIBERAL DISCOUNT FOR EXPORT.

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

THE RUSSELL HUNTING RECORD CO., Limited

14, City Road, London, E. C., England

—thay crowd in from all parts on the chance of hearing it—it is called the Wo bi—their nearest approach to Woh, Bill!—a song they all love. It does me good to hear the black crowds, all eyes and teeth, march in without order when they get over their first shock and fright at hearing a human voice issuing from a box. All the way up the Zambezi from Chinde to Tete and 150 miles northwest of Tete, to where I am now near the Swangwa, it has drawn crowds, and been instrument in helping me very materially to re-
cruit carriiers.

The Perfecta Means Perfect.

"The quality, the sound, and the price is small, so it is well understood why and wherefore they go," said Messrs. Laudel Phillips, who have the sole agency, and they claim that this human phonograph has caused a complete revolution in the talking machine industry, and that at a distance of some yards you can actually hear the artists taking breath, so perfect is the "Perfecta" in action.

Tremendous Sales of Beka Records.

In a talk with Mr. Ruhl, sole British agent for the Beka record, I elicited the fact that such huge sales had never been known before. We are

The Russell Hunting Record Co., Limited

MANUFACTURERS OF THE "STERLING" RECORD

ARE THE LARGEST MANUFACTURERS OF RECORDS

GOLD Moulded RECORDS 25 CENTS EACH.

LIBERAL DISCOUNT FOR EXPORT.

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

THE RUSSELL HUNTING RECORD CO., Limited

81, City Road, London, E. C., England
issue some grand selections will be found, such as "We Parted on the Shore," by Harry Lauder, and "Wipe In, My Lad," by Arthur Guilbert. These and a dozen others are going well.

Mr. Latham informs me that the firm are working day and night, the orders are increasing all the time, and all the energies of the firm are required to cope with the rush.

Gramophonitis.

E. B. C. unfortunately has neighbors who own a cheap machine. As a result, E. B. C. is sad, for he relieves himself of the following pathetic lines in the column of our contemporary, The Daily Chronicle:

What's wearing me to skin and bone? My neighbor's grinning gramophone.
What do I hold in hand and gain? I'm tortured by that gramophone.
The wretch who works that gramophone.
What's wearing me to skin and bone?
What will take back old records.
For he relieves himself of the following pathetic lines in the column of our contemporary, The Daily Chronicle:

Whatever the musical taste may be the National Phonograph Co.

The National Phonograph Co. are now working with Mr. Edison, and now controls the advertising department of the National Phonograph Co. In this year's edition of the National Phonograph Co., the company house organ of the national company house organ has met with much favor among dealers who appreciate suggestions and hints helpful to their business.

In a chat with C. E. Maryon, who formerly worked in the States with Mr. Edison, and now controls the advertising department of the National Phonograph Co., the company house organ has met with much favor among dealers who appreciate suggestions and hints helpful to their business.

The starting of that gramophone.
The screeching of that gramophone.
The terrible, ear-splitting tone.
The wretch who works that gramophone.

For him no penance shall atone,
When
What is the crime I can't condone?
The terrible, ear-splitting tone.
Why do I hold my head and groan?
What's wearing me to skin and bone?
I am dead. Write on

The high honor bestowed upon the Fonotipia Co. has just had the honor of receiving the royal appointment to Queen Margherita.

The Fonotipia Co. have just had the honor of receiving the royal appointment to H. M. the Dowager Queen Margherita of Savoy, and have been granted the right to use the royal coat of arms. The high honor bestowed upon the Fonotipia Co. is but evidence of the general excellence of their goods, and needless to say, such a signal mark of favor has caused much satisfaction and is highly appreciated by the directors.

Will Take Back Old Records.

Mears, Sterling & Hunting announce that they are prepared to take back old, worn-out or broken "Odeon" and "Fonotipia" records at the following liberal scale of allowance:

"Odeon" standard size, 10d. each; "Odeon" concert size, 1s. 6d. each; "Odeon" opera size (12 inch), 2s. 10d. each; "Odeon" grand opera (13 inch) size, 3s. 4d. each; "Fonotipia" 10½-inch records, i.e. each; "Fonotipia" 12-inch records, i.e. 1s. 6d. each; "Fonotipia" 18½-inch records, i.e. 1s. 6d. each.

As the company point out, these allowances are considerably more than the actual value of the old material, but the offer is made in order to encourage their dealers to push the sale of "Odeon" and "Fonotipia" records.

Phonetic Documents on File.

Phonetic documents are the latest additions to our national museum collections. Instead of the cold, dead records of parchment, paper and ink, we are to have the living word as it is issued from the lips of king, preacher, singer or artist preserved by the phonograph record for future generations to listen.

How Bad Men Are Influenced.

Gramophones, like other musical instruments, speak to us in a musical sense only, but if they could tell the story of their purchase it is certain we should possess means of romance and adventure, un梦想 of in relation to talking machines. An extraordinary instance of this was related in a London police court recently. It was stated that the prisoners, after obtaining money went into the shop next day and bought a gramophone from the very assistant whom he stole the money, and paid for it with about half the sum he had stolen from him.

Marcon's Latest Invention.

Signor Marconi is evidently gifted with a brain of almost limitless inventive capacity. Out of the many inventions associated with him, wireless telegraphy stands out most prominently, but from this he turned his skill toward improving sound reproduction and recording in connection with the Columbia Phonograph Co. Pending the development of his ideas in that direction, Signor Marconi is reported to be at work on still another device, by which, through the medium of electric rays, not only music but also pictures will be reproduced by the use of a projector.

Views on Price Cutting.

The Russell-Hunting Record Co., Ltd., are strong advocates of price maintenance. "Cutting," they consider an injudicious, after-dinner practice. These are short, to-the-point views, which, in these times of unfair competition, will be more than appreciated by legitimate dealers. An example is given in the Sterling Recorder. A retail dealer thinks he will get a splendid advertisement and greatly increased trade if he cuts a halfpenny off the price of some well-known makes. The public take an interest in the conflict, and No. 1 finds his advantage gone. So he cuts still lower. The rest follow in the same way, and the result is that the retail dealer cannot move the article.

Agent for England and Colonies:

CARL LINDSTROM, G. M. B. H.
BERLIN
LARGEST Continental Manufacturer of All Kinds of TALKING MACHINES

Be at Quality

Agent for England and Colonies:

G. RUHL, 6 and 7 Red Cross St.
London, E. C., England

To whom all inquiries should be addressed
of their goods, which are sold on the firm understanding that fixed prices shall not be cut, and an intimation to uphold this policy, if necessary by legal proceedings. A few delinquents have already been brought to book, several injunctions having been obtained to enforce the one-price policy in many districts. This is indeed commendable action, and are all manufacturers to follow suit, this nefarious practice would practically soon cease to exist. The Russell Hunting Co. are prepared to promptly act upon information from members of the trade who believe that it is being resorted to either secretly or openly in any neighborhood.

"Finest Talking Machine Ever Built."

At the Columbia Co.'s new premises in Oxford street, there is just now a window display which is attracting a good deal of attention, so much so that it is extremely difficult to get along the pavement for the interested crowd at the front. The exhibit is a most elaborately constructed Columbia graphophone appropriate-
T. Edens Osborne having mailed his clientele and order, who merits the respect and esteem enter-
considerable saving of time. In this city.
three Edison business phonographs, to which he order to successfully cope with his onerous la-
Institute, Francis C. Forth, A. R. C. Sc.
remains undiminished. Whites are good sellers, but the manufacturers seem unable to cope with the demand.
still the demand by his followers, who now number millions over the world. This connection is a very important and valuable one for the Columbia Co.

NEWS FROM THE EMERALD ISLE.
Nomenclature of the Auxetophone Altered.—To be Known in Great Britain as the Auxeto- Gramophone—Handel’s “Messiah” on Talker Attracts Big Crowds—Edison Business Phonographs for Belfast Technical Institute.

(Special to The Talking Machine World.)

The Auxetophone has been altered; it will henceforth be known in the British Isles as the “Auxeto-Gramophone.”

The local interest in this marvelous machine remains unabated, and the success of the apparatus was evidenced further to it on November 27, when the “greatest of all oratorios,” Handel’s Messiah, was rendered from twenty-five gramophone records in the large public hall of the Y. M. C. A. headquarters, this city.

The appreciation of the audience was evidenced not only by the applause which greeted each selec-
tion, but by the “Goud” silence which was created by the performance itself.

The clearness, enunciation, pitch, tone, expres-
sion, “timbre” and quality of the voices of Miss Percival Allen (soprano), Madame Deus (con-
tralto) and Charles Knowles (bass) were reproduced so naturally as to astound those present. Flaunting opinions of the Auxetophone were freely exchanged and found their echo in the laudatory notices which appeared in the Belfast papers the following day.

In these days of perfected talking machine re-
corders it is only the deaf and dumb who need not hear having his speech preserved in the record form, and even he is in danger of having his sign language reproduced by the moving picture machine. To make a verbal contract nowadays binds one just the same as a written one if a “talker” is near, much to the dismay of certain unscrupulous persons.

and friends artistic post cards representing “His Satter’s Breath,” a mirth-provoking picture of a dog with a “knowing” expression in the set of smelling a funnel placed in a jar containing Irish whiskey. Evidently the owner of the dog is not a believer in aqua pura, “Adam’s ale” being probably considered unpalatable without the addition of Ireland’s national beverage!

FABER’S TRITE REMARKS.

Nov. 26. Henry J. Hagen assumed the manage-

ment of the recording laboratory of the Universal Talking Machine Mfg. Co., a promotion most deserving. It will be remembered that Mr. Hagen recently returned from a record-making trip to Europe and South America, and in refer-

ring to the business possibilities of the latter visit quoted the speech made by Secretary of State Root when he justly predicted that during the past twenty-five years the United States had enjoyed unexampled prosperity, and he predicted that for the next quarter of a cen-
tury South America would have its turn and be blessed with equally prosperous conditions. This prophecy, Mr. Hagen believes, will be realized to the letter, for, as he says, “The Argentines are right up to the minute, and it is an el-
gant country.”

RECORDS AS CHRISTMAS PRESENTS.

American Soldiers in Our Foreign Possessions Anxious to Procure Them.—A Good Idea.

Their records quartered in the various inland possessions are offi-
times at a loss for something whereby to pass their leisure time profitably if possible. In order to relieve the monotony of the situation, kindly disposed persons have been in the habit of sending numbers of books and current magazines, and in a letter of thanks for same, one of the soldiers suggested that records for both disc and cylinder machines be sent to the various posts.

As there are many Victor, Edison and Columbia machines owned by the different companies in the army the contribution of records for use on these machines would do much to bring cheer to the boys in their lonely camps.

The suggestion is a good one. Talking ma-

chine records cost much less than a book, even a cheap edition, and certain styles can be had for the price of an ordinary monthly magazine.

Where a book is usually read only once by a man and only one can enjoy it at a time with-

out necessitating some one reading aloud, a record could afford simultaneous pleasure to an entire company or even a battalion if desired, and may be enjoyed times without number, either for the selection itself or for the dance music it offers.

Talking machine owners who have records in good condition of which they have become tired can show kindness of heart with very little ex-

pense by sending them to the authorized depots from whence they will be dispatched in bulk.

The Globe, 5 Dey, street, New York, will receive such items if marked “For the soldiers,” and see that they are forwarded.

Newark Tinware and Metal Works
53 N. J. R.R. Avenue, Newark, N. J.
On or before March 1st, 1907, the

NEW YORK VITAK COMPANY

will put on the market their

NEW MODEL

Motion Picture Machine

This machine will be made of the best materials that can be procured, and will be so constructed that any length film can be used of the Vitak size, from 5 feet to 200 feet (32 pictures to the foot).

It can be used for home or private entertainments, throwing a picture from 6 to 8 feet in width. The lenses and finish will be of the best, and will be equipped with a light that will produce about 3,000 candle power on the film.

We have had so many requests for a machine of this type that we decided to build one as soon as possible. These machines will be absolutely guaranteed in every particular, and will sell to the consumer for about $30.00 or $35.00.

We are desirous of hearing from those who wish to handle this model machine, and we will endeavor to have such parties view and examine it at the earliest possible date.

New York Vitak Company

26 Cortlandt Street, NEW YORK CITY
TIMELY TALKS ON TIMELY TOPICS.

Considering the tremendous growth of the talking machine trade during the past year, business has almost doubled. To be successful the manufacturers of machines, records and prime essentials have no reason to complain, because their products have been producing the limit of capacity, even with the enlargements and increased facilities. The experienced jobber, expressing an individual opinion, declares that the inability of the factories to supply goods where most needed, eventually served as a wet blanket on the public's enthusiasm, trade fell away in consequence, and has never been recovered. Others are of the opinion there are too many dealers, which means a dividing up of sales and the development of a spirit of rivalry so fierce as to render impotent the wholesomeness of fair competition. In the aggregate the volume of business has measurably increased, but the elements of distribution are not on so satisfactory a basis, it appears, as they were at this time last year. The current mouth, however, is up to the mark, and it is predicted business will continue brisk and active until late in the spring.

With the new year both the Victor and Columbia companies are expecting to put on the market a grade of entirely new records for which great things are expected. Those who have had the privilege of an advance hearing are enthusiastic as to their success. It is too early to tell definitely, not to mention the marked improvement in reproductive qualities.

Both of the jobbers' associations—Central States and Eastern—are in a healthy condition, as may be ascertained from the reports of their recent meetings appearing elsewhere in this issue of The World. The jobbers of the Middle West have kept steadily before them the practical benefits bound to accrue when a fixed object is kept in view. They sedulously avoid "bad breaks," with results most satisfactory to the members and the betterment of trade economy. The Eastern Association, inclined to be diffuse in their methods at the beginning of their career, suffered a temporary eclipse because of inordinate ambition, but interest in this excellent organization is evidenced by the increased membership and the return to the "simple life" and business-like methods. Associations are a necessity on the lines laid down by these two bodies and are necessary to the smooth running of the business as so greatly desired. Recently, however, experiments have been more successful, and the manufacturers aver some startling revelations may be looked for. The results from the use of celluloid in records have not come up to expectations in the factory a basis, it appears, as they were at this time last year. The current month, however, is up to the mark, and it is predicted business will continue brisk and active until late in the spring.

"Victory Jr." $40.00 Less Register at once, under a two-years' guarantee. If so-then why wait any longer?

Mr. Dealer! Do You Realize that to Own a Victory Cash Register means MONEY, besides a systematized business to your advantage. It will stop shoplifting, stop losses, in your cashier drawer, which are more a constant worry to every one, than a single loss. That even a small leak will eventually sink the biggest ship. If so-why wait any longer? Protect your money and order a Victory Cash Register today. Don't wait to order a two-years' lease or your money back if not thoroughly satisfied.

DESCRIPTIVE CATALOG ON APPLICATION

"Victory" $65.00
"Victory Jr." $40.00 Less 10% for Cash
Easy Payments If Desired
H. C. MEHDEN

390 Columbus 145 Amsterdam Ave., New York

Music publishers should ponder this piece of advice from an expert: "The average arrangement issued by the music publisher is totally inadequate for recording purposes in the laboratories of the various talking machine companies, owing to the fact that each laboratory has its own special musical organization, demanding special musical treatment. Many meritorious publications are rejected as unavailable for recording through not being instrumentally adapted." In other words, it is a unique branch of work.

Commenting upon the increased importation (in the United States of shellac over a past couple of years, due to the increased consumption in the talking machine trade, the promoter immediately had a scheme for cornering the market. "Why," remarked the man with gray matter to burn, "it is easy as rolling off a log. There is but one source of supply, India, and all it requires is a little nerve and some money." But being long on nerve and short on finances, the plan has never developed beyond the inceptive stage.

A group were discussing the mechanical feed in connection with the last decision on the Berliner patent covering the swinging arm or free-moving stylus, and several opinions were freely expressed that such a work was easy of accomplishment; in fact, several entirely successful appliances of this kind had been seen, etc. and so forth. Then one of the listeners, who had followed the mechanical grade since a boy, spoke up: "Now, gentlemen, you can say what you please about mechanical feeds to get around the Berliner patent; but it is not for me to know a thing called "registration," "registration" machine mechanics, and for the past month myself and a skilled man have devoted our time to original and proving if such a movement is possible, and if you can produce a recording point will travel in the groove and is controlled and governed by itself, try how you may to avoid the movement. The silence that follows is only in evidence of those of you dense enough to cut with a knife, and the conversation drifted into other channels immediately.

According to the most celebrated medical men of Paris the tenor voice is becoming rarer and rarer, and the most eminent authorities prophesy the speedy extinction of the species, hence we note again the value of the talking machine which preserves for all time the voice of the leading tenors of our time. Insuring to those who love the tenor aria a continuation of that which comes from the mouths of the high C of their favorite tenor singer. An Englishman who had been visiting the United States learned a thing or two about New York men and their effects. "The old country." On being asked by those of a curious turn of mind how he enjoyed his visit, he said dolefully: "All but the fact, that to save me I could not fest a decent bath!" Every time I get into the tub the talking machine in the next apartment commenced to play 'God Save the King,' and, of course, you can see for yourself I had to stand all through it.

"We have barrels of records," is the sign in the window of one of the large talking machine houses in this city, and as a good bargain, barrel filled with records is tipped over in the window and a number of records are scattered about, as if spilled out of the barrel. Other barrels, with the words "fair and square," is the sign, and in big letters painted on the sides, act as stands to display a large line of talking machines. Horns of all sizes and descriptions are scattered around, and in a window recess one is visible, and one that attracts attention. Another sign in the window reads: "If you are athletic and break a record bring it to us and we will make an allowance for it in exchange for a new one."

FOR SALE

One Revolving Wire Edison Phonograph Record Holder; capacity, 1,000; for $20; brand new, reads easily, recording, wire Edison, Bellevue Music House, 704 Garrison Avenue, Ft. Smith, Ark.
The Victor Talking Machines and Records were awarded the Gold Medal which is the first prize and the highest award over all other talking machines at the Lewis & Clark Portland Exposition, confirming the award of the First Prize at the St. Louis and Buffalo Expositions.

Three Straight First Prizes
Buffalo 1901  St. Louis 1904  Portland 1905

Can this leave any possible doubt in your mind as to which talking machine is best?

New Monthly List of Records on sale at all Music Houses and Talking Machine Dealers, January 1, 1906

Victor Talking Machine Company, Camden, N. J.
The Talking Machine World.

Victor-Victrola
The Ideal Drawing Room Entertainer

How Victor Records are made

The voice by the fireside

The world's greatest living artists sing for you in your home. Any time, anywhere, horses, with her silver soprano, Plancon, with his splendid baritone, and a score of other stars, render the lyric beauty of Gounod's great opera, "Roméo et Juliette," and a hundred other masterpieces of music.

You listen and forget it's the Victor; it is the perfect living voice. The foremost artists of the musical world have chosen the Victor to perpetuate their voices, because it reproduces every note, every nuance, every word, and soul.

The voice of the Victor is the human voice.

Every Victor has been designed to reproduce the human voice. The owner's guide explains the care and handling of the phonograph. The Victor reproduces every note, every nuance, every word, and soul.

The Victor is the only instrument that actually reproduces the human voice. The voice of a motor-car, a horse, or a dog, is not a human voice.

Victor VI
Price $100.

Can you afford to do without this ideal enjoyment in your home?

Grampophone Co. of Montreal, Canadian Distributors.
TALKING MACHINE MEN OPPOSE


(Special to The Talking Machine World.)

The hearings before the joint committees of the Senate and House were resumed on the 7th inst., and the sessions were of the most interesting character from start to finish. The talking machine people had a chance to present their arguments before the 106th, 5th, and 6th days being given up to book writers and music publishers. "Mark Twain" (Samuel Clemens), the world-renowned wit and humoristic writer, made a strong personal appearance for the bill during the 5th day, the editor of "The Century," R. V. Johnson, following with an unqualified advocacy of the entire measure.

Unadvisedly Frank J. Dyer, premier counsel for the National Phonograph Co., made a strong argument against subdivision C of section 1. This is the particular division of the proposed law against which the talking machine trade are contending. Its complete text follows, the italicized words presenting the amended parts since the first introduction in June last.

"To make, sell, distribute or let for hire any device, contrivance or appliance adapted in any manner whatsoever to use in connection with any mechanism to reproduce to the ear or to cause the said mechanism to reproduce to the ear the sounds forming or identifying the whole or any material part of such work."

"or mechanism publicly to reproduce to the ear the sounds forming or identifying the whole or any material part of such work."

Mr. Dyer's statement was listened to closely, from the fact that at the previous hearings Horace Pettit, counsel for the Victor Talking Machine Co., surprised the automatic instrument manufacturers by advocating the passage of the bill with reservations. Paul H. Cromelin, vice-president of the Columbia Phonograph Co., General, stood the byword of the bill, and being a lawyer of experience his address was followed attentively. An outline of his remarks may be gleaned from his circular to the trade, printed on page 48 of this issue of The World. The music publishers and composers were represented by a strong delegation, and at times the running debate was quite acrimonious. It now looks as if a compromise bill will be accepted, in which the talking machine people will be left in much the same as in the British copyright bill recently enacted.

LOOK OUT FOR STOLEN MACHINE

Thomas Riddel, of 131 Seventh avenue, Brooklyn, informs us that one of his customers to whom he sold a Victor Second No. 3722, latest model, has had his machine stolen. If this should be offered to any member of the trade for sale either new or used, it will be well to hold it and advise Mr. Riddel.

CAN YOU DECIPHER IT?

The following telegram was recently sent by the Sampson Music Co., of Boise, Idaho, to Graves & Co., Edison's Jobbers, in Portland, Ore.: "Rush; express twenty Bulldog; waiting: preacher rocking chair; manmoonceon; softly; Fisher's, Sailor's, Jacobson's, Chip, Campmeeting, Chunk, Caram, cowpokes, Twobullwhites, Widowwepe, Turkeystraw."

At first sight it reminds one of the work of the literary inclined gent in Ward 8, Bloomington, but closer inspection indicates that each word represents the first word or words of the various record titles popular in Idaho.

TALKER COMES IN HANDY

And Takes Place of Orchestra in Emergency Case in Western City.

A prominent vaudeville act consisting of minstrels performing on a miniature stage, with elaborate scenery and beautiful electric lights, over a large portion of its success to the remarkable way with which the figures keep time with the music.

Only long training made this perfection possible, and when it was to be given a week in a western town it was discovered that the music had been lost or mislaid, consternation reigned. The local orchestra had only one piece out of the eight or ten in its act, and to get satisfactory results at the first trial with new music was next to impossible.

As a last resort one of the attaches thought of the talking machine, and a deal was made with the local dealer. He visited and nine out of the ten pieces of music desired were found in his stock of records, and for the tenth, which, by the way, was "In a Cozy Corner," a very similar composition, "Laes and Grace," was substituted.

A large machine was rented and placed in the first entrance of the stage, where it gave better results than the worst orchestra in the city. Even when a duplicate supply of orchestra music was received later in the week it was not given out, but the "talker" was retained in service.

Upon coming back to the metropolis it is said that the owners of the act will look over the various "talkers" offered and will select a large machine and a supply of records to carry with them on their travels, in order to insure themselves against being caught "musicless" again. In all the smaller towns where poor orchestras are the rule it is proposed to use the talking machine exclusively.

SOME "TALKER" LITIGATIONS.

The appeal of the American Graphophone Co., against the Universal Talking Machine Co. and the American Phonograph Co., the defendants, on the Jones patent, for duplicating disc records, was on the calendar of the United States Circuit Court of Appeals, second circuit, for a hearing Tuesday. Judge Hazel's opinion, rendered in the lower court February 19 last, declaring that the process alleged to be infringed had been anticipated by the prior art of the state, and dismissing the bill of complaint, is under review. Decision was reserved.

The suit of the Victor Talking Machine Co., against the Leeds & Catlin Co., New York, for breach of contract of sale of a large machine and a supply of records to carry with them on their travels, in order to insure themselves against being caught "musicless" again, is on the 7th inst., and the sessions were of the most varied field. In addition to his better-known patents granted in connection with the development of the electric lamp, the phonograph, telegraph, telephone, ore-milling machinery, and storage batteries, on dynamo 97 patents, and on ore-milling machinery 53 patents. When it is remembered that an incandescent lamp consists simply of a carbon filament in an exhausted glass globe, the ingenuity in devising and perfecting additions and improvements on such devices appears really marvelous.

BRIEFTS.

A. P. Petiet, for a long time sales manager and buyer, is no longer connected with the Douglas Phonograph Co., New York, having resigned on the 6th inst., on account of poor health. After "A. P.," as he is familiarly known, has recovered his "robust," he will be back in the business within a few feet.

His brother-in-law, H. S. MacLean, after finishing his special services with the Leeds & Catlin Co., has resumed charge of his Baltimore office.

New year's calendars have been received from T. Edens Osborne, the prominent talking machine factor of Belfast, Ireland, and H. C. Steben, the cash register man, of 146 Amsterdam avenue, New York. They are both handsome productions.

Devereux Elms, for a long time in charge of the order department of the Douglas Phonograph Co., New York, an expert of acknowledged attainments, is now with the Victor Talking Machine Co., at Orange, N. J., one of the big coming propositions and the very latest organization of the world's wizard, Thomas A. Edison. The next meeting of the Eastern Talking Machine Jobbers' Association will be held January 16, at the address of the Jocot Music Box Co., 29 Union Square, New York.

The Schmeiser-Arms Co., Kansas City, Mo., have just issued a very complete catalogue of talking machines and supplies, which is worth investigating.

EDISON'S MANY INVENTIONS.

Thomas A. Edison is said to have more inventions than any other living man. In the patent office at Washington there is a department marked Edison where an array of over 300 patents are to be found. Those who see this exhibit claim, "Oh, Edison can't last much longer. He is working himself to death." And yet every year finds additions. "Mr. Edison's work is an inventor," said Mr. Dyer, who has charge of the legal department of the Edison laboratory, "as shown by the records in my office, extends over a most varied field. In addition to his better-known patents granted in connection with the development of the electric lamp, the phonograph, telegraph, telephone, ore-milling machinery, and storage batteries, on dynamo 97 patents, and on ore-milling machinery 53 patents. When it is remembered that an incandescent lamp consists simply of a carbon filament in an exhausted glass globe, the ingenuity in devising and perfecting additions and improvements on such devices appears really marvelous."
WHAT MAKES A GOOD SALESMAN?

Is the interesting question discussed in the Following Little Talk, Which Talking Machine Men Should Ponder Over.

"What makes a good salesman?" was the question which a well-known ambassador for a talking machine institution was asked the other day. He replied, instantaneously. "What makes him? Nothing makes him, he makes himself.

"What I mean is this. The gift of selling goods as a traveler, and in building up and holding a trade, is not bestowed by the waving of a wand, or any of this fairy godmother business. It comes through natural adaptability, hard work, reliability and a right point of view.

"For a dozen years I have been able to do one thing. To feel sure that no matter what questions might be asked or investigations pursued, I was in a position to make myself good at both ends of the line—with the house that sent me out, and the one to which I sold the goods.

"In other words, I have reported each transaction just as it was. If there is anything unpleasant to explain, I would rather sit down at the time and write the house all about it than gloss it over or evade it until I got home, and then be hauled up about it. My people learned long ago that they knew all about my deals as I went along and that there were no strings hanging out to be gathered up or afterwards to make trouble. And so with my customers. I tell them the exact truth, and they have come to know that sort, but they have been frozen out, or are ever existed in as unpleasant V. state as he was heard of any more.

"I like to see you loaf around," said the old man to me once, 'as you seem to enjoy it so. But I want you to take your fill of it when here at the store, as I don't want to feel you are doing nothing much of it outside.'

"Yes, hard work: more hard work: and still more hard work. That is the main thing in this line.

"Is it a serious business? Say, have you noticed one thing? The newspapers and the comic papers don't have one joke on 'the drummer' where there seems to be a hundred. The public conception of the salesman—and in many respects the salesman himself—has changed immensely in the past decade and a half. The loud-voiced, drinking, dirty story telling, flinting and offensive drummer of popular fiction is never heard of any more. He is gone entirely; if he ever existed in an unpleasant state as he was painted, I admit that there were some men of that sort, but they have been frozen out, or are blacking boots somewhere.

"The traveling salesman who represents a house of any standing has got to be a proper representative of that house. He must, to win the best success, be a gentleman; he can mind his temper, educate to a certain extent; a good talker of good sense; a man who carries an impress of honesty of mind and reliability."

DON GILBERTO'S PUBLICITY.

The Paducah Ky. Dealer Goes President Roosevelt One Better in Simplified Spelling.

Talk about phonetic or simplified spelling, the official list is only a poor weak imitation, as a perusal of the following advertisement will prove.

Opera going will especially appreciate certain parts of this advertisement of a Paducah, Ky., talking machine dealer which came to our notice recently:

DON GILBERTO.

THE TALKING MACHINE MAN OF PADUCAH.

As we are in the midst of hot weather and sleeping is torture at the present time, and these beautiful moonlight concerts will be from 7 p.m. to 10 p.m.

I will play any piece before purchasing it, so you can see that it is perfect. We don't sell second-hand machines or records. Every machine is guaranteed and every record is perfect and new. We don't give discounted our CUP for CUP. We carry a full stock of needels and we will repair your broken machine at liberal prices. We will take pleasure in explaining the mechanism of your Zon-o-phone. We have 500 new and latest music from ragtime to the most famous operas, and from the greatest bands, both American and Europe and Orchestra pieces. My concerts will be from 7 p.m. to 10 p.m. No piece played will be played from 100 pieces every night. Remember that you can buy the Victor machine, it is so trouble but a pleasure. We will take pleasure in showing you about either the Victor or Zon-o-phone machines, also care of records.

DON GILBERTO.

THE TALKING MACHINE MAN OF PADUCAH, and don't you forget it. 606 S. 4th St., Paducah, Ky.

However, with all its faults, the advertisement is more convincing than many that are more grammatical and contain perfect spelling.

REGULAR DESIGNED DECORATED "MEGA" FLOWER HORNS

26"x16"
JUNIOR AND SENIOR SIZES
32"x23"

We Control The "MEGA" in Maine New Hampshire Vermont Massachusetts and Rhode Island

New England Agents for


Prices on Application

We have on hand the Largest and Most Complete Stock in New England of VICTOR MACHINES AND RECORDS EDISON PHONOGRAPHS AND RECORDS And All Supplies

Our Shipping Facilities are Unexcelled "PROMPTNESS" IS OUR MOTTO

THE EASTERN TALKING MACHINE CO.,177 Tremont St., BOSTON, MASS.

Distributors of EDISON and VICTOR MACHINES, RECORDS and ALL SUPPLIES. Eastern Agent for HERZOG DISK and CYLINDER RECORD CABINETS
NEILSON C. DURAND CHATS

Of the Improvements in the Edison Commercial Phonograph.
(Special to The Talking Machine World.)


Mr. Nelson C. Durand, manager of the Edison commercial system of the National Phonograph Co., was in Chicago last week to consult with Mr. Hibbard, who has charge of the Western office of the "business phonograph." "We are continually striving to perfect the Edison system in the matter of delivery," remarked Mr. Durand, and any possible improvement looking to the convenience of dictator or operator is carefully considered and tested. As an instance, Mr. Durand pointed out, a new blank, upon which any digit may be written, under the reproduction of the scale, are such legends as "listen for corrections," "cancel," "rush," "additions," "telegram," "extra carbon," etc., and from which lines are to be drawn to the appropriate point on the scale. Mr. Durand demonstrated the latest improvement to the business phonograph, which consists of a neat and attractive case detachable and quickly adjustable on the front of the cabinet, holding a long, slender horn for receiving dictation which does not necessarily have to be spoken into the horn in the old method of using the speaking tube. The horn is connected to the phonograph by a ball joint, so that by a simple turning of the horn to the ear instantly the reproduction is secured, in case the dictator has been interrupted. Furthermore, the cabinet holds the horn in such a manner that it may be quickly swung out of the way and the cover placed on the machine.

THE "KNOCK-DOWN" SEARCHLIGHT HORN

An enormous sale has been reported by the Hawthorne & Shofle Manufacturing Co. of Philadelphia, of their new line of artistic flowering horns. In these horns they have aimed to cater to a better class of trade, believing that the public would appreciate a high-grade, handsome horn of neat and attractive design.

Here and There in the Trade.

The National Phonograph Co. say: "It is with considerable satisfaction that we say that we are in splendid shape at the factory to take care of the needs of the trade. Never in the history of the phonograph has our factory been working so smoothly as it has for months past. It is difficult ourselves to believe that the output is fully 50 per cent. more than at the same time a year ago, when our entire manufacturing and selling forces were at their wits' ends to keep the trade supplied. While we are fully sold up all the time and cannot accumulate a surplus, the orders are so promptly filled that jobbers do not need to write letters begging for goods, and a world of correspondence and unnecessary work is avoided."

Next month the first series of Zenophone grand opera records will be put out by the Universal Talking Machine Mfg. Co., either "Cavalleria Rusticana" or "Faust," complete, and will run 16 records of the first named and 26 of the latter, in 12-inch size. A special 24-page bulletin, in which the scenes from the respective operas will be illustrated in half tones, accompanied by a description, will be issued in connection with each of the series.

C. Custin, Havana street, No. 94, Havana, Cuba, has long been a center for talking machines, not only in the island, but for the West Indies. His establishment is well arranged, for he is a large handler of musical instruments, and handsomely decorated. The accompanying view is that of the talking machine department of this institution.

Record Cabinets in Great Demand.

Two or three years ago the sale of record cabinets was so small that dealers and jobbers did not find it advisable to carry a stock. This was due to a lack of demand, but principally because the cabinets on the market at that time were so cheap, made that they could not be depended on, and were not worthy of consideration as cabinets. About a year ago the cabinet field was recognized as a large and important one, and the result is that some jobbers are now carrying a stock of from one to two carloads on hand all the time, and making a special feature of this business. The Blackman Talking Machine Co., of 97 Chambers street, New York, are doing a very large business in cabinets, and have just issued a very handsome catalogue, illustrating 25 styles of record cabinets, which they furnish in either oak or mahogany. Their advertisement in this issue emphasizes the importance that is now placed on the cabinet business, and also shows the necessity of supplying the demand thoroughly.

Well defined reports are in circulation that the final settlement of the legal controversy between the New York Phonograph Co. and the National Phonograph Co., and other Edison interests, are on the eve of definite completion. The suit has been dragged along in the Federal and State courts for years, and recently it reached a stage where the attorneys of the complainants got scrapping among themselves. The National Co. have lately secured advantages which are said will wipe the whole thing off the map in short order.

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THE IMPERIAL RECORDS FOR DECEMBER.

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<tr>
<th>Date</th>
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<tbody>
<tr>
<td>31st</td>
<td>&quot;In Happy Moments&quot; (from &quot;Alaricina&quot;)</td>
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<tr>
<td>1st</td>
<td>&quot;Eileen Allana&quot;</td>
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<td>2nd</td>
<td>&quot;A New Colonial March&quot;</td>
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<td>3rd</td>
<td>&quot;The Blackman Talking Machine Co.&quot;</td>
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<td>4th</td>
<td>&quot;The Better Land&quot;</td>
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<td>5th</td>
<td>&quot;As an instance, Mr. Durand remarked,&quot;</td>
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<td>&quot;The Orchid&quot;</td>
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<td>7th</td>
<td>&quot;The Vicar of Bray&quot;</td>
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<td>8th</td>
<td>&quot;Three for Jack&quot;</td>
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<td>9th</td>
<td>&quot;The Lost Chord&quot;</td>
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<tr>
<td>10th</td>
<td>&quot;I'm Crazy 'Bout a Big Brass Band&quot;</td>
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<tr>
<td>11th</td>
<td>&quot;Land of Hope and Glory&quot;</td>
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<tr>
<td>12th</td>
<td>&quot;You're As Welcome as the Flowers in May.&quot;</td>
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<td>13th</td>
<td>&quot;The Better Land&quot;</td>
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<td>14th</td>
<td>&quot;Tico De Corneville&quot;</td>
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<td>15th</td>
<td>&quot;Imperial Edward March&quot;</td>
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<td>16th</td>
<td>&quot;The Lost Chord&quot;</td>
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<td>17th</td>
<td>&quot;Ain't You Coming Back to Old New Hampshire&quot;</td>
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<td>18th</td>
<td>&quot;A New Colonial March&quot;</td>
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<td>27th</td>
<td>&quot;Ain't You Coming Back to Old New Hampshire&quot;</td>
</tr>
<tr>
<td>28th</td>
<td>&quot;The Blackman Talking Machine Co.&quot;</td>
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<td>29th</td>
<td>&quot;The Better Land&quot;</td>
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<tr>
<td>30th</td>
<td>&quot;Ain't You Coming Back to Old New Hampshire&quot;</td>
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Record Cabinets in Great Demand.

Two or three years ago the sale of record cabinets was so small that dealers and jobbers did not find it advisable to carry a stock. This was due to a lack of demand, but principally because the cabinets on the market at that time were so cheap, made that they could not be depended on, and were not worthy of consideration as cabinets. About a year ago the cabinet field was recognized as a large and important one, and the result is that some jobbers are now carrying a stock of from one to two carloads on hand all the time, and making a special feature of this business. The Blackman Talking Machine Co., of 97 Chambers street, New York, are doing a very large business in cabinets, and have just issued a very handsome catalogue, illustrating 25 styles of record cabinets, which they furnish in either oak or mahogany. Their advertisement in this issue emphasizes the importance that is now placed on the cabinet business, and also shows the necessity of supplying the demand thoroughly.

THE "KNOCK-DOWN" SEARCHLIGHT HORN

Our readers cannot fail to be interested in the illustration and description of the "knock-down" horn illustrated and described in the advertisement of the Searchlight Horn Co. elsewhere in this issue. It marks another step in the progress of this institution whose wares are apparently greatly in favor, judging from the constant enlargement of their establishment in Brooklyn. The demand for the Searchlight horn this winter is exceeding all expectations, according to the members of the company.
TRADE NOTES FROM BOSTON.

Operatic Concerts All the Rage at Steinert Hall—Decorated Windows Attract Crowds—Eastern Talking Machine Co. Are Taxed to Fill Window Decoration—Columbia Co. Are Taxed to Fill Window Decoration—Osgood's Success—Expansion at Columbia Co.

(Special to The Talking Machine World.)


Full operatic concerts by means of the talking machine are the hit of the town just about now. The firm of A. Steinert & Sons, Victor agents here, is the experiment of a Victor concert of "Il Trovatore" in Steinert Hall, and had the hall packed. Since then other firms have taken the cue, and operatic concerts are to be the rage here this winter. It will make a fine advertising feature.

An enormous increase in the demand for talking machines has been noticed here since the last week in November, the approaching holidays and the suitability of these instruments for presents being the dominant factor. The demand for high-grade goods continues to increase, notwithstanding the steady inability to meet the present supply simply from the factory.

The dealers here are awakening to the fact that one way to advertise at this time of the year is to make the exterior of the store and particularly the windows as attractive as possible with wreaths of holly and evergreen, etc., and most of them are rising to the occasion with vigor and judgment.

The recently enlarged shipping facilities of the Eastern Talking Machine Co. are being taxed to their utmost because of the demand for goods for which they are headquarters. Chief among these are the Mega flower horns, the Herzog disc and cylinder record racks and the wire racks and cabinets. The recently formed department for the sale of parts, etc., is making great headway. The Edison and the Victor lines are being pushed with vim.

Only the fact that they haven't got room enough to do any more business prevents the Olsson Division machine department from being one of the biggest propositions in the city. Plans are under way, however, to provide additional floor space, and then there will be some humping. The Victor line is handled exclusively here, and the demand is for the higher grade of selections—grand operas going particularly well.

The fine tray system which was invented by the Boston Cycle & Supply Co. has become a big factor in the business of the dealers, great or small, and this firm is continually enlarging its facilities for the manufacture of the trays and the carrying cases for records, which it makes also. Manager Andrews is one of the greatest hustlers in the business. He is making a special effort, too, on Searchlight horns.

"The talking machine as a big business proposition" is the subject which can be dwelt upon with profit at the store of C. E. Osgood Co. Disregarding their famous catch-line advertisement, "I'm on the Bonci Voice," the members were inclined to believe at first that such a branch would not be a success, so they gave it only a limited space. Within a year it has doubled the volume of its business, the room occupied by it had been enlarged, and now the manager says, "We must have more room, for we can't handle the business in this small space." C. E. Osgood Co. are headquarters for Edison goods and also for those of the Tea Tray Co. and Hawthorne & Sheple.

The Windell Co. have given up their wholesaling business until such time as they get an Edison contract, then they plan to boom things. Until then they are pushing the Regina instruments of all kinds and are making a big hit with the public.

At the Columbia Phonograph Co. additional salesmen have been put on, because of the increased trade, and there is a general air of prosperity. Great attention is given at this store to the window displays, the two fine windows lending themselves well to such work. It is a rare thing to go down Tremont street and not have one's attention attracted to some unique idea in window decoration in this store. Most of the attractive ideas thus presented are due to Manager Blakeborough.

There is little doubt that the holiday trade this year will be bigger than ever before in the history of the business. Talking machines have now come to be a necessity rather than a luxury, and the multitude of ways in which they are of service adds to the volume of trade in both machines and records.

THE BONCI VOICE ANALYZED.


Competition for the control of the Bonci records is by no means tame. The representatives of the European firm controlling the record rights of Alessandro Braci, the new tenor of the Hammerstein Grand Opera Co., New York, are evidently driving a stiff bargain, comparing the recent operatic star with the ensembles enjoyed by Caruso, whose vocal outpourings are the exclusive property of the Victor Talking Machine Co., for a period of years. Naturally the impression Signor Bonci would make concerning the American public with the newest musical sensation. Therefore, the opinion of competent critics on the Bonci voice will be interesting, and as a contribution to the intelligence of the situation the following is quoted from the New York Tribune:

"Comparisons are unavoidable, but those who are seeking for the highest pleasures that may be found in the singing of men will probably go to hear Signor Caruso, for the sensuous charm of his voice, and Signor Bonci, for an ex-emplification of much finer artistic skill. In nearly all the things which enter into the art of vocalization he is incomparably finer than his rival at the Metropolitan Opera House. His tones are impecably pure, his command of breath perfect, his enunciation unrivaled by any singer now before the local public, his phrasing also, his sense of proportion, symmetry, repose, exquisite. The voice is a pure tenor, with a tinge of that pallid quality from a love of which we have been weaned by the tenors who have won our favor since Campanini was with us, but it has a fine nobility in the highest register, and in all its phases it is as completely under his command as are the keys of the pianoforte under the diabolically ingenious fingers of Rosehuai. He achieved a triumph!"

MOON'S HOLIDAY ADVERTISING.

Charles Moon, manager of the Columbia Phonograph Co.'s store at 704 West Walnut street, Des Moines, Ia., began his holiday advertising on December 1, and the present rush of business proves the wisdom of his course.

The ads. are written with special regard to the fitness of Columbia machines for Christmas presents and their general superiority as means of entertainment.

H. C. Faber, Coalfax, W. Va., advertises the Victor talking machines in his locality in a very effective manner by means of cards and dodgers. His forte is quality, and he dwells upon that point in a most convincing way, emphasizing especially the work done by the great grand opera stars for the Victor. Mr. Faber handles the entire Victor line from the ten dollar machines to the Auxetophone at $500, and also the various sizes in records.

Save Money!!!

Write us for New Quotations on

FLOWER HORNS

DAUGHTY CRANES

HOMPAKT HORNS

THE NEW JERSEY SHEET METAL CO.

9-11 Crawford Street

NEWKARK, N. J.
"Well Bought is Half Sold"

That's a sound old business proverb.
Half of business shrewdness and success consists in buying goods which are already half sold because a demand for them has been created. People know about them, want them, are asking for them. That's just the case with

Columbia Cylinder Records

They are half sold as soon as they are put in stock. Liberal advertising explains to the public why and how Columbia Records are superior to all others. It creates a demand for these superior cylinder records which no other make of record can satisfy. Those who have used Columbia Records won't thereafter buy an inferior kind. It's Columbia or nothing. And for the dealer who does not carry Columbia Records it's that dealer's loss.

COLUMBIA RECORDS CREATE A TRADE OF THEIR OWN, and they hold the trade they create.

People will have the perfect vocalization found only in Columbia Records.
They will have the only records free from harsh, scratchy noises—the Columbia.
They will have the record that gives the best operatic artists at their best, the WIDEST VARIETY of entertainment, vaudeville or operatic, such as is offered only by Columbia Records.

Columbia Disc and Cylinder Records fit all machines. You don't have to lose a customer because you haven't the right record.
The Columbia Record is always the right record for any make of machine.
Here's the summing up of the advantages of Columbia Record trade:

BIGGER SALES, INCREASED TRADE, PROTECTED PROFITS.
Columbia Disc or Cylinder Records, remember, fit all machines.
Get in touch with us through your jobber or direct.

COLUMBIA PHONOGRAPH COMPANY, Gen'l
90-92 West Broadway, New York

GRAND PRIX, PARIS, 1900
DOUBLE GRAND PRIZE, ST. LOUIS, 1904
GRAND PRIZE, MILAN, 1906

STORES IN ALL PRINCIPAL CITIES
DEALERS EVERYWHERE
Music Master—

"When I listen to the Columbia record, I wonder why anyone should buy the other kind."

If you are the dealer who is not supplying the demand we have created for

Columbia Disc Records

Then just a word with you, please.

You can make two sales of Columbia Disc Records where you can make but one of any other kind.

YOU can do it because others are doing it. At the same time you are giving your customers the best records made.

The smoothest, hardest, most durable of all Disc Records are the Columbia. They are the most perfect in tone, articulation and enunciation; absolutely free from the grinding, scratchy, wheezy sounds which are so prominent in other records.

Here’s the proposition: Sell Columbia Disc and Cylinder Records and double your business.

As Columbia Records fit all machines, you never have to turn away a customer because you are unable to satisfy him with a record.

One sale of Columbia Records is the germ of a profitable business. You can’t sell anything but Columbia Records to those who have once used them. The dealer may say "Just one sale lost—that’s a little thing."

It’s a big thing. It’s a customer lost. The germ of a big trade lost. It’s like destroying the one grain of seed corn which in the ripened ear multiplies a hundredfold. The customer for Columbia Records comes back again and again and brings his friends.

You can’t know what you lose by not carrying a stock of Columbia Records, But you can easily put in a stock of Columbia Disc and Cylinder Records and

FIND OUT HOW MUCH YOU GAIN.

Give the jobber your order now, or write to us direct.

COLUMBIA PHONOGRAPH COMPANY, Gen’l

90-92 West Broadway. New York

GRAND PRIX, PARIS, 1900
DOUBLE GRAND PRIZE, ST. LOUIS, 1904
GRAND PRIZE, MILAN, 1906

STORES IN ALL PRINCIPAL CITIES
DEALERS EVERYWHERE
BUSINESS ON BETTER FOOTING

In All Departments of the Talking Machine Industry—General Manager Geisler’s Views on the Situation.

The factories in all lines are embarrassed with orders, and every facility is being employed to satisfy the demand, if only partially. To illustrate the manufacturing situation the following official statement, issued by General Manager Geisler, of the Victor Talking Machine Co., Camden, N. J., responding to an inquiry from their advertising department, reflects the general state of affairs:

"We are overwhelmed with orders. From all corners of the earth orders are pouring in upon us in such volume that we are compelled to apportion our product very carefully, and without discrimination. We must handle the distribution of the product of our factory in such a manner that we can relieve the situation and assist the complainants to wait. Those still waiting will appreciate how impossible it is to send them the credit papers until we get the complete shipments. We are doing everything in our power to dispose of the whole proposition."

—Edison Phonograph Monthly.

HOUSTON A BUSY TEXAS CENTER.

Some Large Advertising Results from Discussion Over Shipments—The Annual Fall Carnival Attracted Fifty Thousand Visitors to City—Some Handsome Decorations by the Talking Machine Dealers Much Admired.

(Special to The Talking Machine World.)

Houston, Texas, Nov. 30, 1906.

This is the storm center of Texas in talking machine activity. For the past two years the trade has done heavy advertising, and sales of machines of all kinds have been enormous. Although not quite as brisk as heretofore, yet we feel that all the advertising has paid. In one day last month an Edison dealer made 163 shipments. A rival disc dealer came out and asked for proof. A wage of $100 was made, and the following day all the newspapers contained three-quarter-page ads. of the 163 shipments, with facsimile letters from each of the express and railroad companies, stating how many shipments each one had forwarded on that date, the total of which made up the 163 shipments, thus verifying the claims made by the firm in its first ad. It happened to be a corporation, and each of the officers and directors signed the ad. Eight hundred dollars was spent in broadcast advertising of this matter, and it created the biggest sensation of the year in talking machine circles of Texas.

It is estimated that 50,000 strangers attended the annual fall carnival, called the No-tsu-oh (spells Houston reversed), which was held here from 12th to 17th. A great deal of decoration was indulged in by all the talking machine dealers. In addition to page ads. in the newspapers advertising the meeting, the American Edison Phonograph Co. placed on all available buildings immense signs 50 feet long, with but two words, "Edison Phonographs." Together with Taylor Bros., they had erected and obtained a permit from the City Council to erect across Main street the most gigantic sign ever seen here. One fellow, so it is reported, billed him on Broadway, so great was the illumination. The daily papers commented on this enterprise most favorably.

NEW COPYRIGHT BILL.

Important Circular Sent Out by the President of the American Musical Copyright League—A Discussion of the Reasons Why Certain Sections Are Opposed.

Paul H. Cromelin, president of the American Musical Copyright League, under date of December 1, sent out the following circular letter to the trade:

" Permit us to bring to your special attention a clause in the copyright bill now pending before the Committee on Patents, which, if enacted into law, will be a direct blow at the owner of every piano-playing instrument, talking machine, music box or other mechanical playing instrument in this country.

"Section 1, subsection 0, is revolutionary and in violation of the Constitution of the United States, in that it extends the protection of copyright to mechanical devices which reproduce musical and other sounds, which devices belong exclusively to the people of the United States, in their own country, and which is not granted in any foreign country to American composers. On the contrary, the trend of legislation is in the direction of the greatest freedom to reproduce copyrighted compositions mechanically to the ear. The new German copyright law (1901), and the new British musical copyright act (1906), declare in express terms that this clause shall not be construed to be violative of copyright.

"The modern mechanical players are distinctly American inventions. They are doing much good in an educational way, as they afford the masses an opportunity to have in their homes music which only the wealthy classes in the great cities could heretofore enjoy. The highest courts in this country and in England have decided that mechanical reproductions to the ear do not violate the copyright. We respectfully ask you to use your influence to the fullest to save the American people not only the rights which they now enjoy, but that you will demand for them privileges equal to those enjoyed by citizens of other countries. This can best be done by using your influence in the committee to secure the deletion of the offensive sections now in the bill, but also the addition of an express provision such as found in the new British copyright bill, preserving to the people the liberty to reproduce copyrighted pieces mechanically to the ear.

A CANADIAN VISITOR.

Arthur F. Tero, the Canadian manager of the Columbia Phonograph Co., of 107 Yonge street, Toronto, was a visitor to the headquarters of that company for a few days the closing days of last month. In speaking of the operatic ad, he said to The World: "The prospects are very bright for all classes of talking machines, and I look forward to a good fall business. The Canadians are provided with the new machines, and are anything new, but when they once get started, they go to the limit. They have just started in buying talking machines, and they will soon have the fever."
PRACTICAL SUGGESTIONS AND COMMENTS.

REGARDING PATENT EXTENSION.

We are in receipt of a letter from H. J. S., Detroit, Mich., asking if it is possible to get an extension of a talking machine patent and what it is necessary to do. In reply we may say that extensions are only granted by special act of Congress and are very rare. An invention must be extremely meritorious and the circumstances work great hardship upon the inventor before any extension is likely to be granted. An inventor is entitled to an extension only when the rewards received by him are not commensurate with the benefits conferred by his inventive act. The value of the invention must be demonstrated either by experience or by the nature of the process or instrument, and not rest upon any conjecture or on the mere assertion of the inventor. If the failure of proper compensation has resulted from negligence on the inventor's part, no reason exists for an extension, and the application would probably be denied.

POLISHING AN ALUMINUM HORN.

A dealer in the South writes that he has a talking machine horn made of aluminum, and wants to know how it can be polished. One of the best methods that can be adopted for this purpose is as follows: Place in a bottle equal parts by weight of olive oil and rum. Shake until emulsified. This is used like an ordinary polishing paste. Another way is to mix together emery powder and tallow until a paste of suitable consistency for use with a rag is formed. The final polish of great brilliancy is given by using rouge and turpentine on a chamois.

AN IMPROVED HORN THE LATEST.

A horn which is intended to be an improvement on the ordinary article of this kind has been invented by D. E. Young, of Glasgow, Scotland. It is his opinion that a majority of the horns now on the market are lacking in timbre and quality and emit a metallic sound, even when provided with more or less globular enlargements between the apex and the mouth. He proposes to so shape a horn that it is provided with a space corresponding to the human palate or to the belly of the violin, by having the ordinary horn be made to turn or approximate in width to that of the ordinary horn and rises above the normal outline of an ordinary horn. The chamber is made to turn or approximate in width to that of the ordinary horn and rises above the normal outline of an ordinary horn. The chamber is then to be filled with shaving, and the same liquid applied on top of these the records in the envelope. Put two empty envelopes over these and then two more records encased again in envelope being left back. As many as eighteen can safely be sent in this way. No space should, of course, be left in the box, but it should be filled up with envelopes. The envelopes care being taken not to crumple in any way. Then put cardboard box into a wooden case, which should be only slightly larger, and fill up all with shavings. In the case of double-sided records one only should be put in the envelopes. On no account should pieces of paper smaller than the record be placed between the surface of the record and the envelope, as this smaller piece of paper is sure to leave an impression on the record with the result that the record will scratch horribly.

POSITION IN MAKING RECORDS.

A subscriber of The World in Los Angeles writes: "In the course of my business here as a talking machine dealer, I have had a number of inquiries regarding how best amateurs might make their own records, and would like a little enlightenment on the following subjects: 1. When making a record, how close should one stand in singing a solo and how close for a quartette? 2. Should one use a recording horn? 3. Should one use different recorders for single voice, quartette and banjo music? 4. At what speed should machine run in making records? 5. Do you harden the records by means of heat? I notice that blank records are of a lighter color than molded records. If we mistake not, this subject has been covered in part or in whole in former issues of The World, but it will bear repeating again. Our reply, courtesy Edison Phonogram, is as follows: 1. Both should stand as close to the horn as possible, without causing the high notes to blart. Professionals who have been making records for years have to experiment for distances with every master record made, and you must do likewise to get the best results. 2. Yes, to get the best results. 3. This is done in professional record making, but unless you have had considerable experience with recorders you will probably do as well with your ordinary horn. 4. 160 revolutions a minute. 5. The master records are not hardened. They are used to make molds, and from these molds are manufactured the finished gold-stamped record. This is made of a harder, darker-colored composition.

ABOUT SPEED REGULATION.

Inquiries about speed regulation seem always "live," and we have had no less than three letters on this subject from different parts of the country within the past week. In a recent issue of The World a simple but effective plan of calculating speed was mentioned, namely, to let the machine run for one and one-quarter minutes with record off, and speaker arm down. If the machine has traveled two inches in that time the speed is correct, namely, 160 revolutions to the minute. This method does away with complicated fractions, and according to those who have tried it, is absolutely correct.

EXPERIMENT IN VIBRATIONS.

Talking machine men who are interested in acoustics and in the practical side of the business generally will be interested in the following suggestion: One might just as well pay attention to the minute.

IMPORTANCE OF CLEANING RECORDS.

It may be said that what soap is to the body, "Recordite" is to the disc. The name of the new product in the talking machine field, is fast proving itself indispensable to users of racks on application.

One thousand Cylinder Records
That's the Capacity of
The Monarch Revolving Rack
You cannot carry records as well any other way. We can hardly keep pace with the demand. Better get your order in now.

Catalogue of the complete "Heise System" of racks on application. Shall we send it?

Syracuse Wire Works
SYRACUSE, N. Y.
More sales and profitable sales are what the average business man is seeking, and it is a fact that more sales have been made by the wise men in the trade who have handled the various products of the Regina factory this year than during any previous twelve months in the history of the music trade.

There are good reasons for this.

To begin with, the Regina Family never was so attractive as at present, and never before covered so fully every possible specialty. Each Regina product fills a certain requirement in the trade, and each special creation has a definite purpose.

Space does not permit us to enumerate the many excellent selling qualities of the various Regina products, but here are some specialties which will be of peculiar interest to talking machine men and novelty merchants everywhere.

Do you know what the REGINAPHONE is?

If you have not seen it, you have missed a money-maker. It is a music box which plays the sweetest tunes, and a talking machine—combined. It is an ornament to any parlor, and has given intense delight to thousands of users all over the land. It is really an attractive feature in your warerooms, and many talking machine dealers have found it to be a big seller.

Another notable Regina product is a NEW AUTOMATIC REGINAPHONE which will play six cylinder records. This coin operating novelty has sprung into instant popularity, and it has been difficult to supply the demand for the machines as rapidly as they are desired by dealers to be placed in cafes, arcades, depots and all kinds of public resorts.

There is nothing like this on the market, and it has the charm of novelty together with the strength of the REGINA name.

The REGINA MUSIC BOXES—and the REGINA is the acknowledged queen of the music box family—have been found to be splendid sellers by those dealers who have exploited their merits properly.

There is no instrument to compare with the Regina for musical sweetness, and it is made in an almost endless variety of styles to suit every taste and every pocketbook.

If you have a REGINA alliance you can rest assured that your business will have an added selling strength by reason of the attractive specialties which we put forth.

We shall be glad to mail catalogues covering in detail information concerning all members of the REGINA family.
Acoyicon is much more sensitive than the telephone, and as big around as a tomato can. It is resembling the ear piece of a telephone and about the same size. If wished, the sound is delivered through an ear piece some-what like a telephone ear piece. If wished, the acousticon in the House and connect it with the Speaker's desk and connected by wires with the desks of stenographers, clerks and secretaries in other rooms. A person talks in an ordinary tone of voice in any part of the room, and the sound is transmitted to the person for whom it is intended. A conversa- tion can be carried on, as there is a horn attachment to the diphacograph. It is similar to a tele- phone, and in fact it is so made that it is not necessary to talk into a transmitter nor hold an ear piece to the head.

A "TALKER" ENTHUSIAST

Is Napoleon Washington Williams, Who Is the Owner of 11 Machines and 4,500 Records.

Some persons might think that Napoleon Washington Williams leads a lonely existence in the big three-story brick house at the southwest cor- ner of Greene and Apsley streets, Germantown, Pa., of which he is the sole occupant. But Mr. Williams says he never experiences a sense of solitude. Why should he be when, at a moment's notice, he can secure for his amusement the greatest singers in the world, the most famous musical organizations of the present time, the comedians and vocal entertainers of all degrees and condi- tions? The instrument is a phonophorosion view which Mr. Williams takes of his hermitage. Mr. Williams, who is past the allotted three score and ten years, may not have the personal acquaintance of the famous opera singers, and others who help him while away the long hours of the day and night, but that he has been en- tertained by them, and in his own house, too, more frequently than any other individual in Philadelphia is a certainty. He enjoys their company through the medium of the phono- graph.

In 1890 Mr. Williams first listened to a talk- ing machine. He liked it and bought one. Then he bought another. As the new makes were placed on the market he added one of them to his collection, until now he is the happy posses- sor of eleven machines and 4,500 records. These records include every variety of cussed sound, from the minstrel monologist's humorous vocationations to the soul-inspiring compositions of the great masters. Mr. Williams possesses a breadth of appreciation seldom contained in the individual make-up. Hence his unusual assort- ment of talking machines and recorders. Nor is he content with the amplitude of his present collection. He is constantly adding to it, and hopes to make it the greatest of its kind in the world.

Being something of an inventor; Mr. Williams has improved on many of his talking machines. He has devised a number of sound chambers which, he says, make for simplicity and in- crease the value of the machine. His inventions, however, are not for sale. He uses them prin- cipally for his own enjoyment, but many of his ac- quaintances who possess talking machines benefit by his ingenuity.

"No; the neighbors don't object," said Mr. Williams in answer to a query as to whether there had ever been any complaints concerning the continuous operation of the phonographs.

"Why," he continued, "I have seen as many as eighteen baby coaches in front of my house, and children frequently line-up on the sidewalk to enjoy the music.

"Often, when the neighbors have company they come to me and ask me to turn on the phonographs. Some summer time I had a machine at the front window, another at the back window, and a third at the side window, all going at the same time. The neighbors appear to enjoy it."

HAYNES BUYS OUT MAGRUDER

In Richmond—Adds Zonophone Line to Stock—Delighted With Richmond—Business Out- looks Good With This Progressive Dealer.

C. B. Haynes has purchased the entire stock of the old B. B. Odell store and has added to it his complete line of Zonophone machines. He is now the happy posses- sor of the largest exclusive talking machine dealer in the South. The Magnudor Co., was formerly the Hay Co., and was for a long time managed by C. D. Warren.

It will interest the many friends of Mr. Haynes to learn that he is delighted with Richmond and considers it one of the best distributing points in this section of the country—it is the gateway to the South. Mr. Haynes has also added to his extensive collection the Zonophone machines and records, and the best facilities for display- ing and hearing the same. Mr. Hough has pur- chased the complete stock of William Donaldson, who has discontinued the talking machine busi- ness.
They Make $ While You Sleep . . . .

They make money—big money. The Pianova Coin Operated Players contain special features which lift them above the ordinary coin operating machines. They are an attraction to every cafe or public place.

Manufactured in 44 and 65 note, with or without nickel-in-the-slot attachment.

The agency for this player is at once the best kind of a money-making proposition for the dealer. The business blends perfectly with talking machines, and dealers will find it to their advantage to correspond with us.

The sooner you get in touch with our proposition the sooner you'll be increasing your income.

THE PIANOVA CO.
117-125 Cypress Avenue New York City
THE TALKING MACHINE WORLD

THE TALKING MACHINE IN EGYPT.

Also a Short Talk on the Attitude of the Press Toward the Talking Machine.

The ever-increasing popularity of the talking machine is given no better demonstration than that of its presence in the countries considered somewhat doubtful by us strenuous Americans.

A friend of mine fresh from a tour of the Holy Land informs me that he was astonished at the number of talking machines he encountered while on his trip. In Cairo especially it was looked upon as a thing of wonder and enjoyment. He spoke of an Egyptian vendor who went about the streets with a phonograph strapped on in front, passing wherever he found an audience to play some selection which he thought might delight his beholders to the purchase point.

"The last I saw of him," said my friend, "he was explaining the wonders of his instrument to a demure little maid, who, leaning from a balcony with an antiquated music box in her dainty hands, was vivaciously dickering for a trade."

I simply mention the above to show that the talking machine is gaining prestige so fast that those even the most skeptical will be forced to admit that it is an instrument of merit and not a toy or mere mechanical wonder.

I fail completely to understand why so many people of intelligence, and particularly the gentlemen of the press, continue in their apparent ignorance of the great improvements that have taken place in the talking machine during the past few years. In one of the leading magazines for November, 1906, there was published a lengthy article entitled, "The Phonograph," which ended as follows: "The phonograph possesses the same essential principles of the phonograph, the greatest difference being that it employs a wax-covered cylinder of pasteboard instead of one of all wax, "wax-coated cylinder of pasteboard instead of one of all wax," and yet it was probably written conscientiously and with no intention to be inaccurate.

"The whole world is recognizing the talking machine. Not only does the Egyptian vendor appreciate its value and lend its name through the streets of Cairo, but even the African chieftain bears his favorite song chanted by his warriors through the horn of the talking machine, and I am willing to wager my worldly goods that to-day he is in close touch with the workings of both machines and records than of some of our learned American jouralists."

This state of affairs is sad but too true.

HOWARD TAYLOR MEADMORE.

OUR FOREIGN CUSTOMERS.

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

(Special to The Talking Machine World.)


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

NOVEMBER 12

Batavia, 11 pkgs., $74; Berlin, 233 pkgs., $3,930; Bombay, 11 pkgs., $312; 6 pkgs., $124; Bradford, 77 pkgs., $494; Buenos Ayres, 8 pkgs., $461; Callao, 9 pkgs., $308; Cienfuegos, 12 pkgs., $108; Colon, 5 pkgs., $371; Corinto, 10 pkgs., $115; Flagey, 5 pkgs., $504; Flagey, 4 pkgs., $168; Havana, 5 pkgs., $190; Havana, 10 pkgs., $302; Havre, 7 pkgs., $302; La Guayra, 8 pkgs., $100; Leeds, 97 pkgs., $621; Liverpool, 4 pkgs., $109; London, 14 pkgs., $745; London, 14 pkgs., $745; New York, 30 pkgs., $2,058; New York, 245 pkgs., $2,058; New York, 198 pkgs., $1,263; New York, 53 pkgs., $1,128; Melbourne, 5 pkgs., $302; Milan, 20 pkgs., $1,089; Newcastle, 82 pkgs., $544; Rio de Janeiro, 6 pkgs., $381; Sheffield, 57 pkgs., $605; Sheffield, 10 pkgs., $334; Sheffield, 10 pkgs., $334; Sheffield, 56 pkgs., $354; Sydney, 149 pkgs., $2,909; 453 pkgs., $18,565; Tampico, 11 pkgs., $183; Valparaiso, 15 pkgs., $196; Vienna, 47 pkgs., $429; Yokohoma, 18 pkgs., $1,400.

NOVEMBER 26.

Acacutia, 5 pkgs., $131; Berlin, 235 pkgs., $1,691; Bombay, 37 pkgs., $508; Bradford, 23 pkgs., $120; Bristol, 4 pkgs., $86; Bristol, 10 pkgs., $458; Brussels, 8 pkgs., $610; Calluta, 11 pkgs., $425; Cardiff, 50 pkgs., $323; Glasgow, 81 pkgs., $1,237; 83 pkgs., $928; Guayaquil, 1 pkg., $175; Havre, 10 pkgs., $844; Havre, 31 pkgs., $433; Havre, 18 pkgs., $835; Hong-Kong, 4 pkgs., $160; Hamburg, 12 pkgs., $89; La Guayra, 3 pkgs., $117; Leeds, 96 pkgs., $562; London, 53 pkgs., $135; Liverpool, 102 pkgs., $615; London, 67 pkgs., $5,028; 77 pkgs., $1,782; 2,185 pkgs., $18,500; Manchester, 137 pkgs., $549; Milan, 5 pkgs., $125; 12 pkgs., $125; Newcastle, 81 pkgs., $522; Rio de Janeiro, 6 pkgs., $192; Santos, 9 pkgs., $110; Shanghai, 74 pkgs., $309; Sheffield, 55 pkgs., $324; St. Petersburg, 47 pkgs., $2,526; Vera Cruz, 8 pkgs., $102; 13 pkgs., $340; Vienna, 45 pkgs., $2,600; Warsaw, 9 pkgs., $304.

DECLARATION 3.

Berlin, 270 pkgs., $3,182; Bradford, 96 pkgs., $580; Bremen, 2 pkgs., $289; Buenos Ayres, 85 pkgs., $610; Buenos Ayres, 102 pkgs., $5,384; Campeche, 2 pkgs., $241; Cardiff, 50 pkgs., $312; Christiania, 5 pkgs., $174; Cienfuegos, 23 pkgs., $456; Colon, 5 pkgs., $371; Corinto, 10 pkgs., $166; Hamburg, 5 pkgs., $230; Hamburg, 7 pkgs., $244; 13 pkgs., $354; Havre, 102 pkgs., $638; Leeds, 30 pkgs., $246; Limon, 7 pkgs., $390; Liverpool, 310 pkgs., $1,931; London, 25 pkgs., $1,872; 2,045 pkgs., $22,513; 5 pkgs., $1,135; Manchester, 176 pkgs., $1,022; Newcastle, 13 pkgs., $132; Rio de Janeiro, 37 pkgs., $378; St. Petersburg, 97 pkgs., $750; Sydney, 47 pkgs., $486; Vera Cruz, 25 pkgs., $1,096; Vienna, 28 pkgs., $724; Warsaw, 9 pkgs., $332.

RECEIVER FOR ILSEN & CO.

(Special to The Talking Machine World.)


Judge Littleford in the Common Pleas Court of Hamilton County, Ohio, on the petition of George Ilsen, has appointed Scott Donham receiver for the business of Ilsen & Co., the well-known Edison jobbers at 537 West Sixth street. He gave a bond for $33,000 covering the estimated value of the assets. The business is being continued by the receiver.

The business troubles of Ilsen & Co. were brought about through some differences between George Ilsen and his brother Oscar. The former claims that the latter has not furnished sufficient capital, and moreover opinions differed as to the methods of conducting the business. While the liabilities are large, it is claimed that the assets will be ample.

Everything points to a big winter trade in "tireless musicians" (talkers).

Rapke Horn Crane, No. 15

SIMPLEST and best ever produced. Will support any horn up to and including 36 inches. Is nickelled throughout, and fits into small space. Weights 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

VICTOR H. RAPKE, Mfr., 1661 Second Av., New York
Shortage of Victorolas

The Demand Has Exceeded All Expectations and Demonstrates That the People Will Buy High Priced Goods of Merit.

The enthusiasm and success attending the introduction of the Victor-Victrola is phenomenal, according to the representations of jobbers and dealers, who complain bitterly of the exasperating shortage of machines. Establishments unable to obtain a sufficient stock have ceased calling the attention of their trade to this great seller, knowing it would be a work of supererogation. The Victor Talking Machine Co. are apparently of the same mind, as expressed in the appended statement recently issued to the trade.

"No musical instrument has ever received the absolutely unanimous indorsement as has been accorded the Victor-Victrola. The Victor Co. take great pride in saying that this grand instrument has slipped right into a place that must have been waiting to be filled. They are 'gobbled' up by the consumer before they have barely reached the distributors' or dealers' store, and the Victor Co. are powerless to stem the tide by being unable to supply even a small percentage of the demand. Single telegraphic orders for as many as 500 to be shipped immediately have been received, and wires for from 12 to 50 are frequent. To meet this great demand preparations are under way that will more than quadruple our present capacity for making Victor-Victrolas."

Of course, nothing succeeds like success, consequently the remarkable demand for Victor-Victrolas has caused others to sit up and take notice, with the result that machines of similar reproducing properties and like appearance, but not bearing the Victor Co.'s name, are expected to be placed on the market about the first of the year, possibly later. Preparations with this end in view are under way, and then possibly more litigation will ensue.

National Phonograph Co.'s Office Building.

In the new office building of the National Phonograph Co., at the northwest corner of Fifth avenue and Eighth street, New York, formerly a residence of the American Ambassador to France, an elevator will be installed, and a new marble facade (now brownstone) will ornament the lower stories. Plans to this effort were filed by the architects last week. The cost of the improvements will be $10,000, and the company expects to occupy the premises along near the first of February, removing from 31 Union Square. The private offices of the leading executives will be sumptuous affairs.

Increase Your Record Business

The Tray System Fills the Long-Felt Want

Every dealer will readily see the advantages obtained by using this System of carrying records in stock. It is concise and appeals at once to the prospective customer. Every dealer using this System speaks in the highest terms of its convenience and selling power.

By actual experience sells as many records as a first-class salesman. Makes a more attractive looking stock than can be obtained by any other method.

Sold to the trade in complete outfits, consisting of 1,350 Trays and Labels for every Edison record listed in the Domestic catalogue.

Manufactured by Boston Cycle & Sundry Company, J. M. Linscott, Manager.

84 Hanover Street, Boston, Mass.
PECULIAR LAWS IN TEXAS.

Chicago and New York Jobbers Have Had Bad Luck Shipping Goods to Unreliable Dealers—Trade Not Quite as Good as Last Year—No Talking Machine Exhibits at the Recent National Fair—Opinions of H. M. Holleman—Other News of Interest.

(Special to The Talking Machine World.


Although the winter season has opened well, business is not near as brisk as last year: this time last year there were only a few of this type of machines in Texas.

Two years ago there were only a few of this kind of machines in Texas. Thirty-two dealers have bought the talking machine, and it is reported another jobber will open here soon.

Mr. Leeds, of Leeds & Coltin Co., New York, passed through here recently on route home from a successful trip to the Pacific Coast, where he states trade is booming.

C. W. Noyes, of Chicago, representing Hawthorne & Sheble Manufacturing Co., called on the trade throughout Texas last month.

The advertiser might as well learn that indiscriminate advertising is like indiscriminate purchasing, and that one could doubt the accuracy of the claims, he secured receipts from the express companies, and factual checks made thereof and included these in the ad, giving additional strength to his argument.

"With the bountiful crops just harvested in Texas advertisers can certainly get results now and no mistake will be made in using large space, but the opinion of Mr. Holleman."

THE PETMECKY MULTI-TONE NEEDLE.

Arrangement Made to Expand the Business Materially—Headquarters Now Located at New York Life Building, Kansas City.

(Special to The Talking Machine World.

Austin, Tex. Dec. 9, 1906.

The great demand for the Petmecky Multi-Tone Self Sharpening Talking Machine Needle (upon which United States patent has been allowed and foreign patents are pending), has made it necessary to increase the facilities for its manufacture and distribution, and to that end the Petmecky Multi-Tone Self Sharpening Needle business, and the patent on the needle for the United States and all foreign countries have been sold by Mr. Petmecky to strong Kansas City, Mo., interests, and hereafter the sale and distribution of the needle will be from the general offices of the Petmecky Co., Suite No. 905-906-907, New York Life Building, Kansas City, Mo., to which address all orders and communications from now on should be sent.

As the factory output of these needles will forthwith be materially increased, all orders for needles hereafter will be completely and promptly filled, thereby relieving the dealer from the delays which have so often occurred in the past. The standard quality which has always been one of the strong points of the Petmecky Multi-Tone Needle since its introduction will be maintained.

At the fair recently held in San Antonio, Tex., there was exhibited the Dubinski automatic phonograph, a talking machine contrivance for use in public places. These phonographs are made in San Antonio.

WRITE US FOR PRICES ON CRANES, STANDS AND HORNS.

We can give Interesting Prices and can make Immediate Shipments.

ECLIPSE PHONOGRAPH CO.

203 Washington Street, Hoboken, N. J.
THE OLD AND THE NEW METHOD

Of Carrying a Record Stock Discussed by J. Newcomb Blackman Who Speaks Further of the Necessity of Up-to-Date Equipment.

In a recent interview with J. Newcomb Blackman, proprietor of the Blackman Talking Machine Co., he acknowledged that the proper system for carrying records was issued, and Mr. Blackman gave his experience as follows:

"When I first started in the talking machine business in 1897 a record catalogue was issued, but to find a dealer who carried a complete catalogue was like looking for a four-leaf clover. To carry our records in peg boxes, offering a selection of bands, orchestras, vocal solos, etc., and a customer did not consult a catalogue as a rule. It was a case of looking over the dealer's assortment and making a choice accordingly. This plan continued very largely until the introduction of the dealer's contracts, which made it impossible to offer any price inducements, either by a cut in price or otherwise, and by the time the moulded record was placed on the market, the public expected and were satisfied to pay the restricted price. They want to pay the restricted price, satisfied not only because they knew they were buying at rock bottom prices, but the quality of the goods proved that they were getting full value.

"It was realized by the dealer as well as the public that competition must exist, however, even in the face of restricted prices, and entering into a摇"
THE NATIONAL PHONOGRAPH CO.'S RECORDING DEPARTMENT

Said to Be One of the Best Equipped Departments of Its Kind in the World—A Description That Will Doubtless Interest Lovers of Talking Machines.

One of the most interesting parts of a talking machine factory is the recording department, and that of the National Phonograph Co., specially equipped with the latest appliances in the Knickerbocker Building, Fifth avenue and 16th street, New York, is spoken of as a model. From The Edison Phonograph Monthly's description of the plant the subjoined facts are gleaned: "We believe that it is beyond a doubt the finest and most completely equipped recording plant in the world. It was built especially for the uses of our department. It comprises a suite of ten rooms, each arranged for some special feature of the department's work. A handsomely furnished reception room is finished in hardwoods. Expensive rugs cover the floor and interesting pictures hang on the walls. One of the latter is a mammoth frame containing the photographs of all the Edison talent."

"The first door on the left opens into the private office of Walter H. Miller, manager of the department. Mr. Miller entered the employ of Mr. Edison when the latter built his laboratory at Orange, N. J., nearly twenty years ago. He has since been continuously in the service. He has taken part in all of the important experimental work in record making at the Edison laboratory. Few men in the harness to-day have had as many years' experience in record making as he, and none in the entire world are better informed on the subject. Rugs, mission furniture, a handsome desk and more pictures of special interest comprise the room's fittings. Passing along the corridor the next door on the left opens into the rehearsal room. Here the regular Edison artists 'run over' their music with a pianist if they feel uncertain about being prepared for their work with the orchestra accompaniment. Here, too, the new vocalists get their first 'try-out.'"

"Beyond the rehearsal room is one of the test rooms. This in turn adjoins the largest of the two recording rooms. It is the recording room used for band, orchestra and other instrumental work. This recording room is equipped with devices, hangings, etc., that remind one of the rear of a theater stage. The Edison military band is making a record. The day is warm and the work is arduous and unromantic. Sans coats and vests the men are quite prosaic in appearance. But how they can play!"

"When the recorder reaches the end of the record the band stops. The record is removed and carried by an assistant back to the test room. A Triumph phonograph stands on a table at one end of the room. The horn faces several men sitting on the opposite side. These are W. H. A. Cronkhite and his assistants. Their function is to pass judgment upon the work of all Edison artists. Mr. Cronkhite is the official critic of the department. Since he entered the employ of the company nearly five years ago no master record has been turned over to the manufacturing department that has not first had his seal of approval. Mr. Cronkhite is a trained musician, a cornet player of no mean ability, and he possesses a well rounded, varied musical knowledge that makes him invaluable in his position."

"As the wax master record is played over all present listen intently and critically. Defects are pointed out and suggestions made. It may be too loud or too weak as a whole. One instrument may be too strong or the balance may be off. Or it may have any one of a dozen other defects. Back to the recording room goes the men. The errors are explained to the band, individually or as a whole, and another record is made. Another test, and more criticisms and
WE HAVE MADE MANY CUSTOMERS ON PROMPT SHIPMENTS AND EFFICIENT SERVICE. TRY US

THE PARDEE-ELLENBERGER COMPANY
96 to 104 State Street, NEW HAVEN, CONN.
CLEVELAND TRADE IS VERY SATISFACTORY.

Sales of the Expensive Outfits the Order of the Day—The Talking Machine a Big Holiday Seller—Moving Picture Business Thriving—Municipal Authorities Cause Trouble for Proprietors of Arcades—Big Call for Twentieth Century Graphophones—Talking Machine for Demonstration Room of Buckeye Stereopticon Co.—Other Items of General Interest.

(Special to The Talking Machine World.)

Cleveland, O., Dec. 6, 1906.

Talking machine trade conditions in this city are good, and satisfactory with the single exception of the dealers' inability to procure promptness in the execution of orders, especially for the machines of latest production, the manufacturers being unable to meet the large and growing demand. The volume of sales is large and growing, and the business is of the most gratifying quality. Larger sales of the more expensive outfits are being made by customers who fix the limit of their outlay by their desire for new and growing business.

The dealers generally of this city aim to carry a complete line of machines and records, and there is rarely a complaint from a customer of his inability to procure the record desired. A number of practically minded citizens are purchasing machines for holiday gifts, which will prove not only acceptable to the recipient but a lasting source of pleasure. In several instances dealers have made sales of Victrolas, and not having them in stock have issued Christmas certificates of purchase, to be presented by the customer when the machines are now familiar sights in all districts, and it is demanded. The business has grown until it has spread all over Cleveland, and the recent opening of a resort on Wade Park avenue near 59th street has focused the agitation on this subject. There had been little objection until these show people gave a Sunday exhibition. People living near by complained to their councilman, who in favor of or against the places will soon be demanded. These moving picture show places are now familiar sights in all districts, and it is claimed by the Sunday observance people that the gradual foothold Sunday performances in them are gaining will soon grow so strong that a while it will be impossible to dislodge them without bitter fights. The question is one fraught with considerable interest.

W. J. Roberts, Jr., corner of Erie and Huron streets, is a very busy man these days. He is compelled to keep open late at night to accommodate customers who are unable to leave their business during the day. He stated business was fine. He had sold a number of Victor Victrolas, and is having a fine trade all along the line, their demand for records being unusually large.

The moving picture show business is thriving wonderfully, but the penny slot machines are not doing so well. Operation of moving picture machines on Sundays is a problem that may stir up considerable excitement in law observation circles in the near future. It is about a year since the establishment of these machines in store rooms fitted up somewhat on theatre plans became prominent in the city.

In the first instance business was devoted to the more congested downtown sections, and little or no objection to the operation of these places on Sunday was heard. Gradually, however, the business has grown until it has spread all over Cleveland, and the recent opening of a resort on Wade Park avenue near 59th street has focused the agitation on this subject. There had been little objection until these show people gave a Sunday exhibition. People living near by complained to their councilman, who in favor of or against the places will soon be demanded. These moving picture show places are now familiar sights in all districts, and it is claimed by the Sunday observance people that the gradual foothold Sunday performances in them are gaining will soon grow so strong that a while it will be impossible to dislodge them without bitter fights. The question is one fraught with considerable interest.

In their wholesale department they are having a rush of trade at the Coltun store rooms fitted up somewhat on theatre plans proving as the holidays approach. "Business is extremely good and improving day by day," said W. H. Buescher, of Buescher & Son, 343 Erie street. "We are selling a good many machines, and the call for records is unusually large. Victrolas are in great demand—we are making sales from the catalogues for future delivery. We are overcrowded in handling records."

T. H. Towell, manager of the Eclipse Musical Co., stated that business had opened up very fine indeed, and that trade was good. Aside from the very satisfactory conditions he said there was nothing specially new to report. With their new demonstrating booths and enlarged record racks they are in the finest kind of position to handle the trade. In their wholesale department they are having a rush of trade at the Coltun store rooms fitted up somewhat on theatre plans proving as the holidays approach. "Business is extremely good and improving day by day," said W. H. Buescher, of Buescher & Son, 343 Erie street. "We are selling a good many machines, and the call for records is unusually large. Victrolas are in great demand—we are making sales from the catalogues for future delivery. We are overcrowded in handling records."

The Buckeye Stereopticon Co., who do an extensive business in their line, contemplate using a talking machine in their demonstration rooms. They are having a rush of trade at the Coltun store rooms fitted up somewhat on theatre plans proving as the holidays approach. "Business is extremely good and improving day by day," said W. H. Buescher, of Buescher & Son, 343 Erie street. "We are selling a good many machines, and the call for records is unusually large. Victrolas are in great demand—we are making sales from the catalogues for future delivery. We are overcrowded in handling records."

LOUIS ROSANSKY, Prop.

251-257 Grand Street

NEW YORK, N. Y.

THE UNITED HEBREW RECORD CO.
an action in Common Pleas Court against John N. Chandler for $2,561.13, alleging that he failed to carry out a contract to operate the company's machines at the St. Louis Fair.

W. J. Robertson, Jr., has made arrangements to do a jobbing business in the Tea Tray Co.'s products. He is also handling the Hawthorne & Shibley Mfg. Co.'s horns, which are meeting with a heavy sale, especially with the higher priced sets.

The Smiths & Nixon Piano Co. report Christmas business starting in fine shape, and that all indications point to a big holiday trade.

As the head of the commercial graphophone department of the Columbia Phonograph Co., reports that business along the particular lines of this department continues to be very active. With the arrival of the new type commercial graphophone, which is of peculiarly powerful and sensitive recording quality, he states a material increase in the already active business is to be looked for. He also notes a considerable amount of interest being taken in this graphophone by firms in outlying towns in the vicinity of Cleveland, and altogether it would seem as though the approaching year should mark the most prosperous era that the commercial machines have ever known.

Mr. & Mrs. report business very good and daily improving. Mr. Roy is there with a big demand for Victorolas and Victor Second machines, and that they found it impossible to secure a sufficient supply from the manufacturers. They are doing a fine recording business, and said the December list was an exceptionally good one. Flower horns they reported taking well.

The undersigned users to which the talking machine will ultimately be utilized are undoubtedly many. With the certainty of death in the near future, Mrs. Edward Munyen, of Fostoria, O., is daily registering her thoughts on record, so that when she has passed away, her voice from the phonograph may cheer her sorrowing husband. To get registration of the cylinder her impressions, besides much of the commerce of the world, of which she has not memorized. Simply another instance where the talking machine has proven a loss to humanity, and such cases are becoming very frequent.

One doctor expressed the opinion that certain music should be applied for certain ills, as, for instance, "Bill Simms" for St. Vitus' dance. For peculiarities, "The Wearing of My Heart Away For You," or "Way Down In My Heart I've Got A Feeling For You;" for melancholy, "Wait 'Till The Sun Shines, Nellie," and "Swelling The Eyes;" for "Swelling The Eyes;" for mumps, "Swell Time At Cony;" chicken-pox, "Chicken-pox;" That's the Way To Spell Chicken;" heartburn, anything sentimental—either that or a dyspepsia tablet. Cold feet—no cure.

TALKER FOR SURGERY WARD.

An innovation in the City Hospital which has Proven Most Popular With Patients.

(Special to The Talking Machine World.)

St. Louis, Mo., Dec. 10, 1906.

A phonograph purchased some time ago by Miss E. L. Warr, head nurse of the ward at the city hospital devoted to chronic surgery cases, has proven popular with restless patients. Two or three afternoons a week "phonograph matters" are given. Patients in other wards are now clamoring for like entertainments. Among the patients in the ward presided over by Miss Warr is Johnny Cottle, aged 8 years, whose recovery from burns received on August 18 last is largely attributed to the introduction of these entertainments. Prior to the innovation he had quite a way with him, and was pretty much of a pet. The result was that he was continually getting hurt. He sits by the hour now listening to popular melodies, and there is hardly one that he has not memorized.

Mr. Michael at Calcutta, who made the report, the increase of shellac for the United States is due directly to its increased use in talking machine records.

Mr. Michael says further that there is a great field for the talking machine in India, thousands of them being already in use, mostly of American makes, and many native wants a machine as soon as he can raise the price. Records of native songs are especially in demand.

STAFF OF NEW INCREASED.

The National Phonograph Co. have enlarged their staff of men, who are engaged in the campaign of the "Zonophone." Mr. F. P. Craig, who has been a specialist under the title of the Indiana Phonograph Co., in Indianapolis, Ind., has announced his intention of entering the retail field, although still continuing wholesale. Mr. Craig has in stock every record in the Edison catalogue, and is still ordering in order to insure a shortage of stocks when the heavy season is on, and believes he is thoroughly equipped to meet the extra demands of a retail business.

WILL ENTER RETAIL FIELD.

A noteworthy act in the phonograph field, as far as the Edison Mfg. Co. are concerned, is the recent acquisition of a new machine manufacturer. The only one that has been successful in approaching the field on a large scale is Mr. C. B. Haynes, of Richmond, Va., and Ray Co., Louisville, Ky., are now Zonophone jobbers created by H. N. Macminimen, H. R. Bruder, former representative in Heurop. The Varsity Phonograph Co. is on the road for the Universal Co. and will travel Pennsylvania and New York State.

SHELLAC FOR TALKING MACHINE.

(Special to The Talking Machine World.)


Out of 13,000 tons of shellac exported from India, during the fiscal year, over 6,000 tons came to the United States, a great increase over previous years. According to Consul-General Michael at Calcutta, who made the report, the increase of shellac for the United States is due directly to its increased use in talking machine records.
THE TELEGRAPHONE.

This Marvelous Instrument Recently Exhibited at the Business Show Highly Praised by Experts—Its Commercial Possibilities Greatly Developed—Winning Recognition.

At the recent Business Show held in Madison Square Garden, New York, the Sterling Debenture was given unusual attention. Since this marvelous instrument was first shown the public, about two years ago, the improvements made have placed it in the category of a practical commercial possibility, according to the views of competent electrical engineers, who were present and witnessed the telegraphone's performances. To quote the official description:

"By the telegraphone, the great Poulsen invented the invisible influence of electro-magnetism. The sound waves, even to the minutest whisper or expiration, are electrically projected into the molecules of the metal—there to remain and be reproduced until removed at will by a stronger magnet. The telegraphone is the perfect talking machine, which was foreshadowed when Edison discovered the phonograph's power of doing a few of the things on cumbersome wax records that the telegraphone, by the use of magnetism, accomplishes with scientific exactness. It completes the telephone, where now lacking, because it makes a permanent record of all telephone transmissions."

The accompanying illustration is that of the telegraphone (spool wire type) recording a telephone conversation. This record is permanent, and may be laid away for years, or used repeatedly (its clarity and strength is not diminished or weakened); the record can be obliterated instantly, and the wire used again and again. The voice or sound is recorded absolutely, and the expression of tone is flexible and true. The other type of telegraphone is the disc machine, by which the record is made on a thin steel disc, that may be sent through the mails at letter rate of two cents, without affecting the recorded sound in the slightest, and they may be used again indefinitely. It is also intimated that remarkable results have been obtained in amplifying the sounds recorded by the telegraphone. Of its many and various uses there appears to be no doubt, which are interestingly detailed in a handsomely illustrated catalogue issued by the Sterling Co. last week. The telegraphone is certainly one of the marvels of the age.

The Western Talking Machine Co., of 41-43 North Ninth street, Philadelphia, of which Adolph Weiss is the proprietor, was the subject of a column article recently in the Journal of Commerce of that city. The company have been carrying on a successful business for several years with both Edison and Victor lines and recently found it necessary to almost double the size of their quarters.

Standard Metal Mfg. Co.

Office and Salesroom
10 Warren Street, New York

Factory
Jefferson, Chestnut and Malvern Streets
Newark, N.J.

Standard Horns

ARE THE ONES TO HANDLE

WELL MADE  CAREFULLY FINISHED  AT RIGHT PRICES

Give entire satisfaction and increase sales. No kicks.

Variety to Please All. See our New Line

Dull finished Horns, also extra fancy and artistic color effects on brass, and brass nickel plated Horns. All our Horns hold their colors perfectly.

Every Horn Fitted with Patent Thimble End

Standard Horns Once Handled Always Handled

LET US HEAR FROM YOU
NEW TAPERING ARM
ZON-O-PHONE

$27.50, $35.00, $45.00, $55.00

THE NEW GRAND OPERA
ZON-O-PHONE

The motor has triple spring, cabinet hinge top 13 3/8 x 13 3/8, 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. Retail at $55.00.

THE CONCERT GRAND
ZON-O-PHONE

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. Retail at $45.00.

UNIVERSAL TALKING MACHINE MFG. CO.
Camp and Mulberry Streets, Newark, N. J.
Talking machine concerts are the thing now, and evidently the popularity of these concerts will increase during the winter months, for although nine theatres are open, nothing better than vaudeville is offered, and many of the better class of citizens turn to the talking machine concerts in order to enjoy the higher grade of music.

Clark Wise & Co., who recently inaugurated an elaborate series of concerts with the Victor and Talkophone, have been simply flooded with requests for tickets on every occasion, and the hall has always been packed almost uncomfortably. The sale of numerous high-priced outfits has resulted from demonstrations of the entertaining qualities of the talking machine during the concerts.

Sherman, Clay & Co. have found their talking machine business increased to such an extent that larger quarters are absolutely necessary, and two additional rooms are now in preparation.

As with the piano dealers, the talking machine trade finds collections very good. A large number of people dropping in every 3: month and thereby and two additional rooms are now in preparation. The present situation is perfectly satisfying. Shipments are being disposed of shortly after arrival and the cry is always "more goods."

**FRENCH GOVERNMENT'S ACTION.**

In starting the Collection of Records of the Voices of Famous Singers Highly Commended—Will Be Preserved in National Museum for the Benefit of Posterity.

The French Government has made a step in the right direction when it started a collection of records of the voices of famous singers for preservation in a museum. The collection was started with a record of Tamagno, the great Italian singer, and the making of the record is interestingly told as follows:

"Some three years ago Francesco Tamagno, the Italian singer, approached a talking machine company with the hope of obtaining a few records of his voice to leave as a legacy to his children. He wished them to enjoy his voice in the future, when he himself would no longer be able to sing to them. Tamagno himself was skeptical of the result, as well he might have been, for it was the first time a really great singer had sung into a talking machine, but the records were successfully made and have since become universally known and admired. The entire laboratory staff of the talking machine concern went by invitation to Tamagno's palace at San Remo on the Riviera, where an improved recording plant was erected, and there, in his own palace, at his leisure, he made the records which are to preserve his voice for all future generations. Upon Tamagno's death, which occurred so suddenly toward the end of last year, these records possessed at once an added interest, and the French Government immediately considered the question of founding a museum wherein the voices of the greatest singers of the present day could be recorded for the edification of future generations.

"In taking the initiative in this matter, the French Government has followed the last traditions of its predecessors, who have always guarded so jealously all works of art. Tamagno's voice is the first to have been so recorded. The method employed is interesting. The records themselves, which have been made on specially prepared plates, have been enclosed in hermetically sealed metal boxes containing a chemical compound to protect them for future years. These boxes have been engraved with the date upon which they are to be opened—one in fifty years, another in one hundred years, and so on, until the dates have been chosen to conform with the musical festivities which will undoubtedly take place at that time. This means that future generations will be able to enjoy the voices of artists long since dead, and who otherwise, would have been to them only a name, and they will be able to compare the singers of their own times with those of bygone generations. We know that Malibran was one of the greatest sopranos of her time, and yet we are unable to judge whether she is to be compared with the Adelina Patti of our own days. This uncertainty will not exist in the future, for the records will permit of absolute comparison—thanks to the perfection now attained in the recording of the voices which are being placed in the museum at the Opera."

**TOPHAM'S CASES**

are the original and standard. Build up your trade by carrying the standard rather than the imitation.

For 36 Records

For 90 Records

For 72 Records

For 48 Records

These are a few styles only.

Write for complete catalogue and price list.

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Boston, Mass.

All our cases are made from select lumber, covered with a genuine book cloth, imitation of seal grain leather. An inside flange, which is cut from the solid wood, forming the top, thus giving strength and keeping out dust and dampness, is a point I claim exclusive to our case. Cylinders are made on especially constructed machines and are correct size and uniform diameter. By my special method of fastening in, they are absolutely secure.

JAMES S. TOPHAM
WASHINGTON, D. C.

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Leading Jobbers of Talking Machines in America

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Every Jobber in this country should be represented in this department. The cost is slight and the advantage is great. Be sure and have your firm in the January list.
The Department of Commerce and Labor that not
a corner on the beggar market, and
our ‘hike."

of ‘Va via,’ and so
on the bill of fare. The Italian knows the value
of a canized translation of ‘Go away,’ good, simple ‘23’
Turkey and India maintain that our plain, Ameri-
tourists maintain that it is ‘Give me something
the most useful phrase for globe-trotters.” Some
medium.

at. the parlors of the Outlet Co.’s store in this
city, a most interesting demonstration of the use of
Professor Brian Dunne, of the International Cor-

Paul Nash, of Venice, who recently reported to
valuable phrase in their midst.

Speaking of traveling abroad, brings me to
national Correspondence Schools-An Inter-

One of the recent visitors to this city was
Professor Dunne said in part:

In the course of his opening remarks,
Professor Dunne said in part:

In the hands of an expert player this instrument can be made to sound like a church organ.

This instrument which has lately been offered to the trade is endowed 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 pro-
trude from the box. No Harmonica of this kind has ever been shown to the trade before, nor is there any which increases the tone
wonderfully. The mouth-organ has 10 double holes, 40 reeds, brass plates and is full concert.

Professor Dunne, of the International Cor-

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## NEW RECORD BULLETINS FOR JANUARY, 1907.

### NEW Victor Records.

<table>
<thead>
<tr>
<th>Number</th>
<th>Title</th>
<th>Artist</th>
<th>Accompaniment</th>
</tr>
</thead>
<tbody>
<tr>
<td>4919</td>
<td>Colonial Guard March (Rena)</td>
<td>Henry Clay Frick</td>
<td>Military Band</td>
</tr>
<tr>
<td>4924</td>
<td>Moses Andrew Jackson, Goodbye (Sanborn)</td>
<td>Arthur Collins</td>
<td>Orchestra</td>
</tr>
<tr>
<td>4944</td>
<td>It Is Well With My Soul (Hill)</td>
<td>James Noone</td>
<td>Violin Ensemble</td>
</tr>
<tr>
<td>4945</td>
<td>Beings to Me I've Always Loved (Hill)</td>
<td>Edward Underwood</td>
<td>Orchestra</td>
</tr>
<tr>
<td>4946</td>
<td>Hymnnsiana (Richard)</td>
<td>William T. Allen</td>
<td>Symphony Orchestra</td>
</tr>
<tr>
<td>4947</td>
<td>My little Girl (Sallis and healer)</td>
<td>William T. Allen</td>
<td>Symphony Orchestra</td>
</tr>
<tr>
<td>4948</td>
<td>Ayrans (Mr. W. H. Thompson)</td>
<td>Collins and Harlan</td>
<td>Musical Vereur</td>
</tr>
<tr>
<td>4949</td>
<td>Beulah (Hearst)</td>
<td>Collins and Harlan</td>
<td>Musical Vereur</td>
</tr>
<tr>
<td>4949</td>
<td>Ballad Music from William Tell (Riise)</td>
<td>Collins Concert Band</td>
<td></td>
</tr>
<tr>
<td>4949</td>
<td>The Hone on Nell's Hat (Olden)</td>
<td>Billy Murray</td>
<td>Orchestra</td>
</tr>
<tr>
<td>4951</td>
<td>When Tommy Atkins Marries Dolley Gray</td>
<td>Albert Collins</td>
<td>Orchestra</td>
</tr>
<tr>
<td>4951</td>
<td>I Love the Last One Best of All (Hill)</td>
<td>Edward Underwood</td>
<td>Orchestra</td>
</tr>
<tr>
<td>4952</td>
<td>March-Jose (Valen), Xylophone</td>
<td>Albert Rutler</td>
<td></td>
</tr>
<tr>
<td>4953</td>
<td>Hana (Sen), with Ada Jones and Len Spencer</td>
<td>Henry Clay Frick</td>
<td>Military Band</td>
</tr>
<tr>
<td>4954</td>
<td>When Lately Sings the Little Ones to Sleep</td>
<td>Frank C. Stanley</td>
<td>Tenor Solo</td>
</tr>
<tr>
<td>4955</td>
<td>On the Rocky Road to Dullin (Ephriner)</td>
<td>Edward Dutch</td>
<td>Military Band</td>
</tr>
<tr>
<td>4956</td>
<td>ZON-O-PHONE 10-INCH RECORDS.</td>
<td></td>
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</tr>
</tbody>
</table>

### SONOGPHONE CONCERT RECORDS.

<table>
<thead>
<tr>
<th>Number</th>
<th>Title</th>
<th>Artist</th>
<th>Accompaniment</th>
</tr>
</thead>
<tbody>
<tr>
<td>5251</td>
<td>La Rose-Intermezzo</td>
<td>Arthur Collins</td>
<td>Symphony Orchestra</td>
</tr>
<tr>
<td>5252</td>
<td>Morten in the Garden of Love</td>
<td>Edward Underwood</td>
<td>Orchestra</td>
</tr>
<tr>
<td>5253</td>
<td>When Flowers Bloom in the Spring</td>
<td>Henry Clay Frick</td>
<td>Military Band</td>
</tr>
<tr>
<td>5254</td>
<td>I Love the Last One Best of All (Silvia)</td>
<td>Edward Underwood</td>
<td>Orchestra</td>
</tr>
<tr>
<td>5255</td>
<td>My Mariuccio Take</td>
<td>Henry Clay Frick</td>
<td>Military Band</td>
</tr>
<tr>
<td>5256</td>
<td>My Mariuccio Take</td>
<td>Henry Clay Frick</td>
<td>Military Band</td>
</tr>
<tr>
<td>5257</td>
<td>The Windrow's Waltz (The Windrow Brothers)</td>
<td>Henry Clay Frick</td>
<td>Military Band</td>
</tr>
<tr>
<td>5258</td>
<td>When the Flowers Bloom in the Spring</td>
<td>Henry Clay Frick</td>
<td>Military Band</td>
</tr>
<tr>
<td>5259</td>
<td>I Love the Last One Best of All (Silvia)</td>
<td>Edward Underwood</td>
<td>Orchestra</td>
</tr>
<tr>
<td>5260</td>
<td>Somebody's Waiting For You</td>
<td>Henry Clay Frick</td>
<td>Military Band</td>
</tr>
<tr>
<td>5261</td>
<td>What's the Use of Loving in You Can't Have Me</td>
<td>Edward Underwood</td>
<td>Orchestra</td>
</tr>
<tr>
<td>5262</td>
<td>When the Evening Twilight Rises the Day</td>
<td>Henry Clay Frick</td>
<td>Military Band</td>
</tr>
<tr>
<td>5263</td>
<td>When the Snow Birds Cross the Valley</td>
<td>Henry Clay Frick</td>
<td>Military Band</td>
</tr>
<tr>
<td>5264</td>
<td>When the Flowers Bloom in the Spring</td>
<td>Henry Clay Frick</td>
<td>Military Band</td>
</tr>
</tbody>
</table>

### UNITED HEBREW RECORD CO.

<table>
<thead>
<tr>
<th>Number</th>
<th>Title</th>
<th>Artist</th>
<th>Accompaniment</th>
</tr>
</thead>
<tbody>
<tr>
<td>1502</td>
<td>Das Judische Lied</td>
<td>Frank C. Stanley</td>
<td>Tenor Solo</td>
</tr>
<tr>
<td>1503</td>
<td>Do Jerusaleinen</td>
<td>Frank C. Stanley</td>
<td>Tenor Solo</td>
</tr>
<tr>
<td>1504</td>
<td>Amorese</td>
<td>Frank C. Stanley</td>
<td>Tenor Solo</td>
</tr>
<tr>
<td>1505</td>
<td>My Dolkah Ram</td>
<td>Frank C. Stanley</td>
<td>Tenor Solo</td>
</tr>
<tr>
<td>1506</td>
<td>A Brigid Tes</td>
<td>Frank C. Stanley</td>
<td>Tenor Solo</td>
</tr>
<tr>
<td>1507</td>
<td>Cul Israel Chiahws</td>
<td>Frank C. Stanley</td>
<td>Tenor Solo</td>
</tr>
<tr>
<td>1508</td>
<td>I Wad Mithi</td>
<td>Frank C. Stanley</td>
<td>Tenor Solo</td>
</tr>
<tr>
<td>1509</td>
<td>Immmuni Pass a groben 20.</td>
<td>Frank C. Stanley</td>
<td>Tenor Solo</td>
</tr>
<tr>
<td>1510</td>
<td>Chanukkah Song</td>
<td>Frank C. Stanley</td>
<td>Tenor Solo</td>
</tr>
<tr>
<td>1511</td>
<td>Ich muss enten jachn</td>
<td>Frank C. Stanley</td>
<td>Tenor Solo</td>
</tr>
</tbody>
</table>

### NEW COLUMBIA XP (CYL) RECORDS.

<table>
<thead>
<tr>
<th>Number</th>
<th>Title</th>
<th>Artist</th>
<th>Accompaniment</th>
</tr>
</thead>
<tbody>
<tr>
<td>3040</td>
<td>Rosemary Medley, introducing &quot;Armstrong Roll     &quot;</td>
<td>George W. Armstrong</td>
<td></td>
</tr>
<tr>
<td>3041</td>
<td>When the Wipers Roll in the Room (Armstrong Roll)</td>
<td>George W. Armstrong</td>
<td></td>
</tr>
<tr>
<td>3042</td>
<td>&quot;Redskin&quot; (with bell solo).</td>
<td>John Henry armastrong</td>
<td></td>
</tr>
<tr>
<td>3043</td>
<td>&quot;Redskin&quot; (with bell solo).</td>
<td>John Henry armastrong</td>
<td></td>
</tr>
<tr>
<td>3044</td>
<td>Selections from the &quot;Redskin.&quot;</td>
<td>John Henry armastrong</td>
<td></td>
</tr>
<tr>
<td>3045</td>
<td>&quot;Dances in the World Is Plain Whistling Song.&quot; &quot;Go While the Goode,  &quot;</td>
<td>John Henry armastrong</td>
<td></td>
</tr>
<tr>
<td>3046</td>
<td>&quot;Dances in the World Is Plain Whistling Song.&quot; &quot;Go While the Goode,  &quot;</td>
<td>John Henry armastrong</td>
<td></td>
</tr>
<tr>
<td>3047</td>
<td>&quot;Dances in the World Is Plain Whistling Song.&quot; &quot;Go While the Goode,  &quot;</td>
<td>John Henry armastrong</td>
<td></td>
</tr>
</tbody>
</table>

### OUR CABINETS TALK.

#### DEALERS understand their language.

#### Workmanship

**Finish**

We make both Disk and Cylinder Record Cabinets

#### Price

Cabinets

<table>
<thead>
<tr>
<th>Number</th>
<th>Title</th>
<th>Artist</th>
<th>Accompaniment</th>
</tr>
</thead>
<tbody>
<tr>
<td>6059</td>
<td>THE UDELL WORKS</td>
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</table>

#### THE UDELL WORKS

<table>
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<tr>
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<tr>
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<td></td>
</tr>
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</table>

### RECORDS of SALES prove what TALKERS they are.

Illustrations and prices. Yours for the asking.

Compliments of the Season to all the Trade.

1210 W. 28th St.
Indianapolis
Ind., U. S. A.
THE TELEPHONE CARRIES MUSIC.

Novel Entertainment Provided at a Chicago Park—Patrons Hear a Concert Given in a Distant Hall as if the Singers Were Present.

A novel method of employing the telephone as a means of giving entertainment for the public was adopted with success recently in a public amusement park in Chicago. The instrument by which this was accomplished is known as the transmitting or sizzling phone, and consists of a set of powerful apparatus by which sound as usually received in the telephone ear piece can be conveyed through the use of a megaphone to a large number of people indoors or outdoors.

The instrument was used for transmitting vocal and instrumental solos from a room in a concert hall to three different points in the garden. The reproducing instruments were suspended in trees above the lamps and were painted black so they could not readily be seen. When used, the music sounded as if the soloists were concealed in the trees.

The producer consists of a telephone receiver specially adjusted for this class of work and provided with a large megaphone centered in the expanse. Rubber-covered wire is used for connecting the transmitting and receiving stations.

The wire is run directly into the receiver, and wrapped with rubber tape to prevent moisture entering the receiver. The accompanying transmitter is suspended in the orchestra stand. This transmitter is made highly sensitive, and is connected by a separate circuit to the sending station with the soloists' head receiver.

The receiving apparatus consists of what is known as a closed secondary circuit; that is to say, both terminals of the secondary winding are connected to the receiver or receiver circuits. The switch box in this installation is provided for three reproducing circuits, consisting of three cam lever keys and arranged so that the transmitting circuit can be switched to any one of the three receivers or to all three at one time. The switch box is also provided with binding posts and terminals, so that the various circuits may be readily connected.

The battery box is a neat oak case arranged for the capacity of two sets of 18 cells, with each set connected in series and arranged so that it can be connected in the circuit with 12, 18 or 24 volts to meet the necessary requirements. The batteries are connected to the spring jack so that connection with the telephone circuit can readily be made or broken, or to any number of people indoors or out of doors. Any number of people indoors or out of doors.

The accompanying transmitter circuit at the sending station is also provided with a spring jack so that the head receiver can readily be connected with a cord and connecting plug, and in order that the transmitter may be promptly disconnected when the instrument is not in use.

The granular carbon is made of the very hardest coal grains, broken in the proper size, highly polished and thoroughly cleaned to prevent frying or sizzling.

The carbon is of such a high quality that one real treat was in store for them when the first few strains of the great Verdi opera, "Il Trovatore," floated out into the auditorium at Houck's music house from the new Victor Axostphone.

The event was notable for two reasons. It was the first time the Axostphone was heard in the city, and also the first time a complete opera was heard through the medium of talking machine records.

The entire opera of four acts was rendered on the machine, and to do this twenty records were used. The records used with the exception of two choruses and the ballet, were recorded in Milan, Italy, the home of Italian opera, and in making them the services of a cast of well-known and competent artists was used as well as the famous chorus of La Scala Opera House and an orchestra directed by Carlo Sabaino.

The concert caused considerable favorable comment regarding both the machine and records and the progressiveness of the O. K. Houck Co. in introducing these improved talkers into the city. S. H. Field, the manager of the talking machine department, was in charge of the concert.

The American Graphophone Co. have declared their quarterly dividend of 11/4 per cent. on the common stock, payable December 15.

ATTENTION

Edison and Victor Dealers

WE ARE KNOWN all over Pennsylvania as the largest Edison and Victor jobbers in the state.

WE ARE PIONEERS in the Talking Machine business and among the first to sell both these lines and OUR EXPERIENCE COUNTS in YOUR FAVOR.

IN ADDITION to machines and records we sell supplies of all kinds.

We particularly call your attention to our fine line of CYLINDER and DISC CABINETS and our SUPER NEEDLES.

WRITE FOR PARTICULARS

PENN PHONOGRAPH COMPANY
17 South Ninth Street . . . . . PHILADELPHIA, PA.
LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Specially prepared for The Talking Machine World.


This invention relates to an improvement in records which are produced by what is called the "cutting-stylus," and the systems now employed differ from each other in that one reproduces the sound-waves by the depth of the cut and the others reproduce these sound-waves by removing an etch-resisting film on a solid plate. In all these cases a resistance is offered to the movements of the stylus, and through this resistance these movements are greatly retarded. The records therefore cannot reproduce the voice in its natural amplitude. It is the aim of this invention to obviate these difficulties.

The underlying principle of this invention consists in that an etch-resisting material is deposited on a solid surface in accordance with the vibrations of the diaphragm produced by the generated sound-waves, and as the most simple manner of depositing this etch-resisting material consists therein that the same is dissolved in a fluid and the following method is preferred: First dissolve a shellac, rosin, or other free-dissolving etch-resisting material in a fluid, preferably one which quickly evaporates, and preferably a solution of shellac in alcohol or resin in hydrocarbon. A stylus is provided which is supported by an orifice and allow the etch-resisting fluid to issue from a reservoir in close proximity thereto. Beneath the stylus is then placed the solid plate to receive the record. The etch-resisting fluid should issue from the reservoir in a very thin stream, and as the stylus, with its orifice, has to vibrate in accordance with the vibration of the diaphragm proper it is obvious that the liquid will be deposited on the solid surface in a manner so as to reproduce these vibrations. After having deposited thereon the required record, the plate is subjected to the process of etching, whereby such parts of the metallic plate as are not protected by the etch-resisting fluid will be depressed, leaving such parts as are protected by the fluid in relief. The so-prepared record-plate is in reality a negative of the sound-waves generated, and to produce from same a positive it is only necessary to apply to the surface of said plate a plastic material capable of receiving impressions and hardening after such impressions are made.

Where it is desired that the evaporation of the etch-resisting fluid should be accelerated, the solid plate may be through artificial means raised to the required temperature; but in some cases it may be preferred not to use any evaporating fluid, and in such cases wax is heated so as to become fluid, and in this case the reservoir from which this heated wax issues should always be kept at the required temperature; but the plate on which the wax is deposited may then be cooled by any of the well-known means.

The great advantage of this process consists therein, first, that the stylus is not subjected to the retardation to which it is subjected in the processes of to-day, and, second, that the original is produced in the negative, making it possible to produce directly therefrom any desired number of positives.

In order to explain this invention more clearly, the accompanying drawings are referred to: Fig. 1 is a plain view of a diaphragm embodying the invention. Fig. 2 is a cross-section of a recording mechanism with the invention attached thereto. Fig. 3 is a plan view of part of a record. Fig. 4 is a cross-section of a recording mechanism with the device in modified form.


This invention relates to phonographic devices, and more particularly to a device to be carried in the hand which, when whirled about will reproduce in sounds the phonograms impressed upon a phonographic "record." The object of the invention is to provide such a device of simple and cheap construction, easily manufactured, portable, and adapted to answer the purpose of a toy; and the invention consists, broadly, in the use, with a handle, of a phonographic record and a "transmitter" connected to a stylus arm or lever, the transmitter or record having rotary motion, whereby the stylus is caused to pass over the phonogram and the transmitter is actuated. Preferably this invention consists in mounting the record non-rotatively on the handle and yoking the transmitter freely to the handle, so that on whirling the device about, the transmitter will have a movement of rotation concentrically about the axis of the record.

Fig. 1 is a top view of the toy. Fig. 2 is a side elevation of the same. Fig. 3 is a transverse section of the phonographic cylinder and feathered spindle on which it is carried; and Figs. 4 to 8, inclusive, are views, partly in side elevation and partly in section, illustrating other embodiments of the invention.


This invention relates to improvements in apparatus for producing duplicate cylindrical sound-records by impressing blank cylinders against the inner surface of a matrix, and particularly blank cylinders having a thin wall and made of materials such as celluloid, their object being generally to improve the efficiency of such apparatus in forming upon the record-blank an accurate and perfect impression of the surface of the matrix. The improvements constituting the invention may be readily comprehended from the detailed description and drawings. Fig. 1 is a vertical sectional view of the apparatus, and Fig. 2...
is a schematic view of means adapted to be used in preparing blank record-cylinders for use in the apparatus of Fig. 1.

This invention relates to improvements in phonograph-machines, and particularly to a machine for duplicating phonographic records. One of the most important features in the invention is the device for supporting the reproducing and recording stylus therewith and will at the point of contact with it of the record-blank, at the point of contact of the recording-stylus therewith and will at the same time be held against movement in the direction of the tangent. This result is accomplished, preferably, by a lever mechanism comprising two levers pivoted together in the line approximately perpendicular to the tangent of the record-blank at the point of contact of the recording-stylus, one lever supporting a reproducing-stylus and the other lever a recording-stylus, and independent supports for said levers. The support for one of the levers is preferably an adjustable one, and a weight is also preferably applied to one of the levers to insure uniform operation. This lever device couples the stylus together and enables them to automatically adjust themselves to cylinders of different sizes and thicknesses. This arrangement affords a free vibration for the recording-stylus in a direction (perpendicular to the tangent) least affected by the rotation of the blank, and the device is therefore particularly free from chocking and is capable of faithfully recording all of the delicate rich tones which render a record full and satisfactory. These fine tones are lost if the recording-stylus is not free to vibrate under the influence of the reproducer.

Another feature of great importance in this invention is the shape and manner of supporting the recording-stylus to produce a clean shearing cut in the record as distinguished from a scraping cut. The stylus is formed with an enlarged frusto-conical cutting-head, and is so supported that the cutting edge will recede from the perpendicularly to the tangent at the point of contact with the blank. A stylus of this structure supported in this manner and free to vibrate perpendicularly to the tangent, as above explained, produces a perfect record.

The invention will be understood by reference to the accompanying drawings, wherein Fig. 1 is a front elevation of the improved record-duplicating phonograph-machine. Fig. 2 is a sectional end elevation of the same. Fig. 3 is a detail plan elevation. Fig. 4 is a detail end view showing the removable centering, journal pins for the two mandrels. Fig. 5 is an enlarged longitudinal sectional view of the recording-stylus. Figs. 6 and 7 are detail views of a modified arrangement for supporting the reproducing and recording stylus. Fig. 8 is a detail representation of another modification. Figs. 9 and 10 are detail views representing a portion of the reproducing stylus arm pivoted to the main portion to allow a slight sidewise movement.

This invention relates to an improvement in phonographs, and its prime object is to devise a machine particularly organized and adapted for office amanuensis and known to the trade as the "commercial" phonograph. One of the objects of this invention is to provide means in connection with the main drive of the record, reproducer, and the recorder which is under full control of the operator when in use, so that it can be instantly started and stopped. Another object is to provide improved means for supporting the record-cylinder. Another object is to provide means for readily inserting and withdrawing the record and maintaining a constant initial position without de-stroying or varying its accuracy relative to the reproducer or recorder.

Various other features of this invention are set forth in the description of the accompanying drawings, in which Fig. 1 represents a central sectional view, partly in elevation, illustrating the main drive for the various parts, together with the electrical connections. Fig. 2 represents a cross-sectional view showing a portion of the main power driving shaft in connection with a train of gears for traversing the recorder and reproducer mechanism. Fig. 3 is an end elevation, partly in section, showing the means for operating the reproducer and recorder traversing mechanism for controlling the direction of traverse. Fig. 4 is a section in line z z. Fig. 5 is a front elevation, Fig. 6 is a section of the traversing mechanism for the reproducer and recorder. Fig. 6 is a top plan view, partly in section, of the recorder and reproducer supporting arm. Fig. 7 is a central vertical section of the tail-stock for supporting the record.

This invention relates to the production of sound-records in a metallic tablet, and more particularly to records of the disc form. Its object is to produce with commercial economy metallic sound-records of superior quality. In carrying out the invention an original sound-record (preferably a record of varying depth) is made in the usual way, etc., by engraving upon a tablet of the ordinary wax-like material. From this original an electrolyte master is made in the usual way—that is, by first coating the wax record with a coating of plumbago or other conducting ma-

**THE TALKING MACHINE WORLD.**

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

**LYON & HEALY, Chicago, III.**

**SHERMAN, CLAY & CO., San Francisco, Calif.**

**SHERIDAN, CLAY & CO., Oakland, Cal.**

**SHERIDAN, CLAY & CO., Seattle, Wash.**

**OLIVER & JONES CO., Boston, Mass.**

**SHERIDAN, CLAY & CO., Philadelphia, Pa.**

**C. H. DITSON & CO., New York.**

**J. C. HARRIS, ANDERSON, Ind.**

**JOHN WARNER & CO., Philadelphia, Pa.**

**KACKEE PIANO & ORCHESTRA, Rochester, N. Y.**

**BERTH, COTTIER & GREEN, Buffalo, N. Y.**

**HAMILTON, Pittsburg, Pa.**

**A. MEYERS & CO., Cincinnati, O.**

**CARLIN & LEMOYNE, Indianapolis, Ind.**

**FISHER & GLASGOW PIANO CO., St. Louis, Mo.**

**O. K. HOBB PIANO CO., St. Louis, Mo.**

**A. ROSE, Jr., Omaha, Neb.**

**G. & S. WASHINGTON, D. C.**

Write for Catalogue and Prices

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

terial and then depositing thereon electrolytically a layer of suitable metal, such as copper. The copper master is separated from the wax original and after careful cleaning and polishing is plated with a plating of metal, such as silver, with the master groove open. This silver-plating is preferably applied by means of the "washing" method—i.e., applied by a camel's-hair brush—rather than by electrodeposition. The practice is found that twenty-two parts of silver nitrate to forty-two parts of cyanid of potassium give the best results thus far obtained. The metallic negative is now used for obtaining duplicates by the direct electrodeposition of the metal upon the silver-plated master or negative. To make this operation commercially successful it is necessary that a separating-film should intervene between the negative and the electrodeposited positive or duplicate, so that the two may be separated without injury to either. This film must be exceedingly thin, so as not to obliterate or modify the original sounds and a very rich and agreeable tone quality.

The invention relates to an improvement in graphophonewhich consists in the construction of a sound-box of a particular construction, in the use of which the sound-waves are for use in the hands of any but skilled experts or else were too expensive to manufacture, and in some instances both of these objections obtained.

The object of the present invention is to secure by the use of spring tension the same practical results heretofore obtained by the use of a weight, while at the same time providing a structure which is simple in operation and may be cheaply constructed.

The invention involved in the present invention may find some utility in mechanical expression, but, generally speaking, it consists in combining with the diaphragm and a stylus connected therewith a pin-jar used to turn in the frame of the reproducer in a plane approximately perpendicular to the diaphragm, which pin carries a spring tending to press the stylus against the sound-record. This affords a structure that may be cheaply manufactured, is perfectly simple in operation, and is thoroughly effective.
since the spring and all the connected parts move
with the pin, which is journaled in the frame as
above described.

Furthermore, the present invention not only
secures high efficiency in sound-reproduction, but
it results also in an economical and durable con-
struction. The floating weight is dispensed with
and its place is taken by a relatively light plate
to which the stylus-bar is pivoted. Moreover, the
spring acts when the reproducer is not in use to
hold the supporting-plate firmly against a stop,
thereby preventing rattling and greatly dimin-
ishing the liability to injury. A reproducer of
the improved construction can operate at one
angle to the horizon as well as at another,
whereas the ordinary gravity-reproducer will only
operate advantageously at the particular angle
for which the weight has been calculated.

In the best form in which the invention has
thus been applied, the reproducer and diaphragm
have no movement perpendicular to the tablet,
the stylus being pivoted to a supporting-plate
hinged so as to move perpendicularly to the tab-
et, and the spring being applied to this sup-
porting-plate. When the reproducer is brought
into its operative position, the pressure of the
stylus on the tablet lifts the supporting-plate
from its rest or stop and puts the spring under
tension or compression, as the case may be.

The spring is attached not to a fixed part of
the frame, but to a pin or bar which is hinged or
swivelled to turn on an axis at right angles (or
approximately so) to the diaphragm. The stylus
is pivoted to this same bar, so that the spring
being carried entirely by the swivelling part of
the reproducer has no tendency to force the repro-
ducing-point out of the sound-groove. On the
contrary, experiment shows that the construction
herein described gives better results in tracking
than reproducers previously in use.

Fig. 1 is a sectional view through the center of
the diaphragm, illustrating a reproducer con-
structed in accordance with the invention. Fig. 2
is a bottom plan view thereof. Fig. 3 is a par-
tial and view of the hinge. Fig. 4 is a detail of
the guard and stop. Fig. 5 is a view in cross-
section of a modified form of the mounting. Fig.
6 is a detail in section of the hinge thereof.

PARSONS' LATEST INVENTION.

A Pneumatic Device for Increasing the Volume
and Richness of the Tone of Stringed Musi-
cal Instruments.

A recent cable from London conveys some in-
formation regarding another invention of Chan.
a. Parsons, the inventor of steam turbines, and
several devices for improving the talking ma-
chine. It reads as follows: "Two huge trum-
pets resembling ventilating shafts on an ocean
steamer, which have been in use during the past
week in the Queen's Hall Orchestra, have been
looked upon by many as specimens of concert pa-
tions as part of an improved system of ventila-
tion. The supposed ventilators are, however, parts
of a new invention by the Hon. Charles Par-
sous, called the auxetophone. The auxetophone
is a pneumatic device for increasing the volume
and richness of the tone of the stringed instru-
mients, and is worked by air supplied by a blower
in the basement of the building. The auxetophone
consists of a small calibre pipe made of rubber,
which is connected to one horn or the other horn
by the auxetophone, and operates in the manner
of decreasing the often prohibitive cost of produc-
ing modern works in which the orchestra is so elaborate that a large num-
ber of strings are required to balance the bass and wood. The auxetophone may make it pos-
sible for a quartet to do the work of the six-
teem first violins and twelve seconds.

THE TALKING MACHINE WORLD.

Some Facts

Worth Considering

THE talking machine man frequently asks,
"How can I increase my business?" The answer
is easy. Place on a side line which
takes but little space, which is
attractive, and a standard in its
particular line. Take the
Black Diamond Strings,
for instance. Steel and wound.
New process. They are the
finest manufactured. They are
used by all of the prominent
artists, and you will have a trade
coming your way when it is
known that you handle the
"Black Diamond." Music
dealers all over America, and all
over the world for that matter,
know full well the value of this
product.

National Musical String Co.
New Brunswick, N. J.

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

S. L. Bowman, of this city, says he has per-
fected an instrument for transmitting the hu-
man voice through space without the aid of
wires. He will leave soon for San Francisco to
investigate inventions about the same line. Mr.
Bowman's instrument will transmit the voice
but a short distance through space, but he ex-
pects to overcome that difficulty. He claims
that his invention is superior to one lately per-
fected in France, in that no batteries are used.

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

Worth Considering

TO TRANSMIT HUMAN VOICE.

Denison Man Invents Instrument for the
Purpose.

(Special to The Talking Machine World.)

Mr. Lewis J. Bowman, of this city, has per-
fected an instrument for transmitting the hu-
man voice through space without the aid of
wires. He will leave soon for San Francisco to
investigate inventions about the same line. Mr.
Bowman's instrument will transmit the voice
but a short distance through space, but he ex-
pects to overcome that difficulty. He claims
that his invention is superior to one lately per-
fected in France, in that no batteries are used.

Victor Jobbers.
STANLEY & PEARSELL,
541 Fifth Avenue, N. Y.
IMMENSE GROWTH OF BUSINESS.


With the close of the present month we turn our backs on what has been the most prosperous year this trade has ever known, and one which will long be remembered as the "great automatic renaissance". Some might think this statement merely word painting, but to one who has studied minutely the marvelous growth of this industry from the oblivion into which it had sunk, and saw it gather in its present tempo round the many parts of the globe, the propriety of using that term will be apparent. Many extensive changes have been brought about during the year 1906, and as the industry grows new fields of effort seem to open out before it.

Arcades which for some time have found foothold in the Southern States have been compelled in many instances to exclude the negro from among the patrons on account of the deep animosity between the two races. It is, therefore, apparent that a large amount of custom was lost by parlor managers in these sections. This, as a whole, the negro is music loving, and will, without a thought for the morrow, spend his last souse for the sake of a hearty laugh or a new tune from the talking machines. Then again in many localities his race is far in the majority. Yet it was but very recently that the slot machine was utilized by the race as a lucrative investment, and it remained for a negro slot machine has been utilized by the race as a last sou for the sake of a hearty laugh or a new tune. As funny as it may seem, this did not prove so amusing to the negro as it was to the whites. He is one of those things that draws us to it on the impulse of the moment, not by any prematurely defined thought. It is in securing a location that the arcade man finds his greatest difficulty in Europe. Here the peculiar laws in vogue governing leases on property offers a bulwark both annoying and hard to surmount. Leases on nearly all property are taken out covering a span of ninety-nine years. These locations are handed down from father to son, or in a few cases sold to an outsider; but the purchaser is liable for the time remaining until the expiration of the lease. Desirable locations are handed around among the old established houses. These, unless in the case of a failure, would not relinquish their proprietorship. Then again, although the arcade prop is a very thrifty capitalist, most of his ventures are on the conservative line, and the amusement manager does not think twice before tying himself down to a centennial contract. Slot machines hold a strong attraction for the public of to-day, and there are not a necessity, and taking into consideration all the advantages possible during a century to come, there would be a foresighted seer indeed who could gauge their effect on the people of twenty hundred and six. China has proved a most fertile soil for these devices, many elaborate arcades having been fitted out in Peking, Shanghai and other of the large cities. Automatic pianos, talking machines, the "family circle." The question whether the parlors must obtain theatrical licenses, which cost $500 a year. In the meantime, these minions of the law, instead of enforcing other legal ordinances, disregarded right under their noses and fastening down the lid, make themselves unusually of-ficious when dealing with arcade men.

BIOGRAPH HAS CAUGHT PARIS.

Becoming Quite a Fad—Budding Playwrights Are Sorry Now That They Quarreled With the Boulevard Managers.

A dispatch from Paris says that young French playwrights are in despair. Parisian audiences prefer the cinematograph to their exertions. Hitherto a young dramatist took his first step on the ladder to fame when some indulgent manager consented to use his virgin effort as a curtain raiser. Then when he attempted a four-act play his name was already familiar in theatrical circles, therefore his chances of success were naturally greater than if he had been entirely unknown. A recent quarrel between several boulevard directors and the Society of Dramatic Authors, which is all-powerful in France and which fulfills all certain raisers, resulted in an unex-pected innovation. "We had to have something to act as prelude to the big performance of the evening," one well-known manager explained. The source of supply for one-act plays was cut off, we looked about for something else. I happened to be passing a cinematograph establishment one night, and the dense crowd in front of it struck me to me that a half hour's amusement of that sort would take just as well in the legitimate as in vaudeville." The film scene proved to be a happy one, for after the theatre-goers began to grow accustomed to this novel entertainment they welcomed it with more enthusiasm than they did the traditional curtain raiser. It was especially popular with the "family circle." Then after a time it was

THE CARD PRINTER

Prints any desired name on five cards for one cent

It is the latest and most popular coin-controlled machine. It has met with the unqualified approval of all slot-machine people and where placed on exhibition has been continually surrounded by crowds waiting their turn to print their names.

This machine is not a novelty, one that will lose its earning power within a month or two, but a machine furnishing a useful article in constant use. This machine will pay dividends of from one hundred to five hundred per cent. per annum, according to location and the coin used. It has earned $42 a week operated with a penny. The Card Printer can be changed to operate with a five-cent place.

The Card Printer Co., 79 East 130th Street, New York City.
The Picture-Phone

**AND**

**MUSIC-PHONE**

**THE ONLY AUTOMATIC, COIN OPERATED DISK RECORD MACHINES**

Each 8 inch record has an earning capacity of $8.00 to $12.00. Comparing the cost of these machines with their earning capacity proves them to be the lowest priced machines ever placed on the market.

**PICTURE-PHONE**
Illustrated Song Machine uses Disk Records

**FOR ARCADES, PARKS, RESORTS, CAFES, HOTELS, etc.**

**MUSIC-PHONE**
Uses Disk Records

Extract from letter received from the largest user of slot machines:

"We certainly can congratulate you on the general appearance and the strong, accurate, mechanical workmanship of your machines. They certainly are the ideal machines of their class."

They Prove Themselves
**ANOTHER BIG HIT**

**THE GYPSY QUEEN**

**READY IN THE SPRING**

*Almost Human—the Most Wonderful Production Ever Credited to America.*

SHE TELLS YOU YOUR FORTUNE and draws the cards—NEVER TWICE ALIKE. Moves her eyes—bows and turns her head—her lips move while talking—and her breathing is perceptible. Place your orders now for spring delivery.

**FOR JOBBERS AND DEALERS:** We will send you a sample package (10) of our PRACTICALLY INDESTRUCTIBLE NEEDLES for 50 cents. They prolong the life of the record—improve with use—impart real musical quality.

Write for catalogue, prices, terms, etc.

**VALIQUET NOVELTY COMPANY**
91-93-95-97 Green Street

NEWARK, N. J., U. S. A.
noted that the box owners, who usually appeared just as the curtain was falling on the short opening play, began to arrive at 8:30. De- cidedly the cinematograph was a success.

The quarrel between the Society of Dramatic Authors and the managers has ended, but the latter are so delighted with their new arrangement that they refuse to return to the old way.

"What chance have we now?" complained one young dramatist to The World correspondent. "Before the managers tried this cinematograph scheme they hadn't any idea that their audiences would endure such a thing. If this difference between them and the society hadn't come up, we should never have had this difficulty to contend with. Our profession is hard enough, but now it is worse. It is only natural that, when a manager sees that such a comparatively cheap device as moving pictures draws the crowd, he won't go to the expense of staging a play, paying the actors and the Dramatic Authors' Society, to say nothing of the fees he must give us, the authors."

The military governor of Paris, Dalstein, complains that the cinematograph is responsible for making the regulation army uniform ridiculous. Civilians dressed as sergeants, corporals and privates are posed against a background of barrack walls and, before the photographers, perform all manner of unseemly antics which are later shown for the amusement of the boulevard theatregoers. When Prefect of Police Lepine heard that fun was thus poked at the dignity of the officers, he said that the cinematograph is responsible for making the regulation army uniform ridiculous, and threatened to return to the old way.

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You can make more dollars with the Regal Agency than with any other automatic music producer on the market.

The Regal Player is the best on the market! It operates easier than any other, and it will make money wherever it is located in places of public resort. The agency of this wonderful creation is worth many dollars to the up-to-date dealer.

Don't overlook it.

The above illustration will give a fairly correct idea of one of the Regal styles. It is splendidly finished, attractively cased, and is an ornament which the owner of any cafe or public resort will be delighted to have in his place. It earns more money than any other coin operating machine on the market. We have hundreds of letters on file to demonstrate the truth of this statement.

Talking machine dealers can largely increase their income by a Regal alliance. It makes money easy, and it's money that most men are in business for. The coin operating business blends perfectly with the talking machine trade, and dealers who have secured the agency for this popular product have been more than pleased with the splendid results which they have obtained through the Regal.

THE REGAL PIANO AND PLAYER CO.

889 Southern Boulevard, NEW YORK, N. Y.
amount of entertainment and pleasure to the public, and can not only be used for home use, but for entertainments and public events of all kinds.

The Automatic Stamping Machine

The Mutoscope

The Automatic Parlor Business

The Talking Machine as a Singer of Illustrated Songs

How Earl Crabb of Indianapolis Utilizes the Talking Machine as a Singer of Illustrated Songs

Earl Crabb, manager of the Exhibit Parlors, Indianapolis, has the reputation of being a bright, shrewd young business man. For years Mr. Crabb held to the idea of using a talking machine as a singer of illustrated songs. To this end he made a number of experiments, trying out one new thing after another as they appeared, only, however, to meet with failure in every case. A year or so ago he abandoned the idea as hopeless and, so to speak, forgot about it. Recently, and quite by accident, Mr. Crabb heard a BM (Twentieth Century Home) graphophone perform in an Indianapolis store. Right there and then the old idea came back to him and he reluctantly decided, as he himself puts it, to make one last experiment. Accordingly a BM graphophone was sent to the Exhibition Parlors for trial. The rest of the story is briefly told. Today the parlors contain a wooden box or stand covered with green plush and neatly trimmed in gold; upon this is mounted a BM graphophone equipped with a $50 silk finished flower horn and over all is a nickel rod or rail bearing a sign which reads "The Humanophone." To quote Mr. Crabb: "The vocalist who sings for the graphophone possesses talent of a much higher order than I can obtain locally, and now that I am able to get a machine which does the singer ample justice, I can see no reason in the world why I should adhere to the old-fashioned plan. Besides, I need the money."

The Schlot Removed

The duke's manner was widely constrained in the presence of his affianced.

"I cannot marry into a family," he was saying, as greatly as possible, "whose wealth was accumulated in trade."

She trembled in spite of her efforts to appear calm.

"Do you lay that imputation upon my house," she asked, bowing sadly.

"Tis false," she shrieked. "The money that came from the cafe only paid expenses. The profit was all in the Peerless nickel-in-the-slot piano."

Forking, can you ever forgive me?" she exclaimed, sinking upon one knee.

"Edward!"

Do you want more Profit?

Get THE NICKLIN The best Coin Operated Piano in the World

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

The Pianova Company, Manufactures of
44 AND 65 NOTE ELECTRIC PLAYERS
with or without nickel in the slot attachment

SECURE THE AGENCY NOW.

117-125 Cypress Avenue, New York.
Durability, Economy in Service Freedom from Breakdowns

Are the qualities that make the PEERLESS Coin-Operated the most satisfactory automatic pianos on the market and the best investment of its kind.

CENTRAL AMUSEMENT COMPANY
OFFICE
No. 412 Youngerman Building
Des Moines, Nov. 27, 1906.

Peerless Piano Player Co.
New York City.

Gentlemen:
Please rush piano ordered, we need it badly, we depend on your instrument and use no other now.
We think it is in a class by itself and we will always be glad to recommend it for you. We can show anyone in ten minutes why it is the best, because we know the piano game pretty well.

Very truly yours,
(Signed) B. F. ELBERT, Pres.

(This is the second PEERLESS Coin-Operated Piano ordered within six weeks and will be used for continuous playing.)

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