

The TALKING MACHINE WORLD

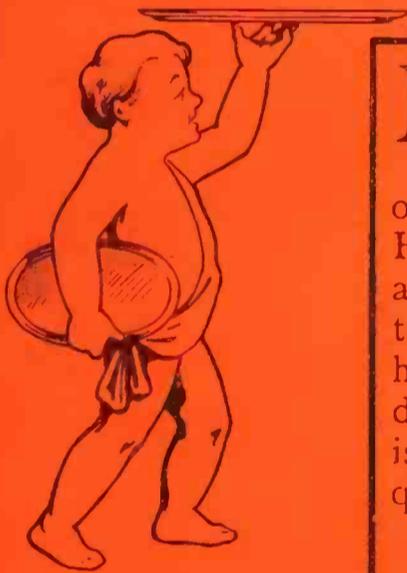
AND NOVELTY NEWS

Published Each Month by Edward Lyman Bill at 1 Madison Avenue, New York, February 15, 1907

ELECTRICAL SPECIALTIES



FIRE EXTINGUISHERS



MANY people think our only line of manufacture is Talking Machine Horns and Horn Supports. This page shows some of our other products: Incandescent Street Fixtures, Hoods and Reflectors, known throughout the world as "Marten Specialties," Metal Trays, Fire Extinguishers and Metal Specialties of all kinds. We have spent large sums of money to originate and develop better goods and methods, and our success is due to our effort to produce goods of the highest quality and value.

Send for Literature Describing Each Line

THE TEA TRAY COMPANY
OF NEWARK, N. J.



METAL TRAYS



TALKING MACHINE SUPPLIES

The Talking Machine World

Vol. 3. No. 2.

New York, February 15, 1907.

Price Ten Cents

REQUISITES OF A GOOD SALESMAN

That Is for the Talking Machine Business, Interestingly Defined by an Expert—Why People Fail in This Field of Effort.

The education of a good salesman in a talking machine store is no easy matter, according to the heads of many of the successful establishments in this city. Many young men, who have afterwards been successful in other lines, have failed in this branch. When asked what he considered the greatest requisite in a good salesman, the manager of one of the prominent warerooms replied "Tact. Without tact, any young man is sure to fail. Diplomacy is a fine art, and nowhere can it be practiced to better advantage than in a store like this. Let me cite an instance of to-day. There was a big rush, and one of my best salesmen had two customers to care for simultaneously. One was a woman of wealth, who seemed to think on that account she should receive all deference, while the other was plainly a woman of the poorer classes who showed by her manner that she believed that her money, although less plentiful, was every bit as good as that of her wealthy neighbor. I noticed that he divided his attention about equally to the two, and when he played a record for one praised it to the other. When the selections had been made, each was satisfied that they had been treated according to their due, and were profuse in their thanks. It was his manner more than what he said that got him out of trying positions. Often customers come in to buy machines who have not fully made up their mind as to what they want. They may be wavering between a cylinder and disk machine. In that case a salesman should find out how much they want to spend, under what conditions a machine is to be used and who is to use it, and by a little tact obtain their interest in the one most adapted to their needs. He will explain the good and bad points of both kinds, so that customers will feel that no advantage is being taken of their ignorance.

"It is also bad policy to attempt to force a purchaser into investing in a more expensive machine than they had in view, but generally a few comparisons between the power, looks and tone will make them desire the best, and if they think they can afford the difference, they will give the extra few dollars. At the same time a salesman makes a great mistake in selling a customer a machine beyond their means, as when the time for payment becomes due, there is always a possibility of the collection dragging along. I regard it as a mistake for a salesman to try to load up a customer with too many records at a time. Frequent purchases always mean better sales. I have my force always take down the name and address of every patron, and when the new lists are issued, I have them mailed to them with the salesman's card enclosed. This makes the customers think the salesman has kept them in mind, and they appreciate the little courtesy, and they are sure to return and ask for him to wait on them. The result has been that we have hardly had a dull day this year, doing the best January business in our history, and I know that when one store has been doing a land office business, some of our competitors have been putting in time dusting off stock. Our stock does not get a chance to get dusty."

NEW USE FOR TALKING MACHINE.

Doctor Employs It as a Therapeutic Agent in Certain Forms of Insanity.

An eminent doctor has discovered a new use for the talking machine, and is using it as a means of effecting a cure in certain cases of insanity, and in soothing turbulent patients when

everything else had failed. Of course this treatment is not expected to prove effective where the cause of insanity comes from being kept awake nights from the piano in the flat over head or the village band practising for a presidential campaign, but where the provocation has been from a lesser cause, beneficial results are sure to follow. The claim that the sedative properties of music is a cure for mental disorders has long been recognized and is verified by the citation of many eminent specialists on brain trouble. The variety of music offered by means of a talking machine will enable those treating a patient a wide scope of music, so that a rhythm adapted to the particular case may be found. The only point brought up by the hospital attendants against this plan is that they may be placed among the list of patients by hearing the machine working overtime.

WINDOW DISPLAY.

A Splendid Form of Advertising That Is Open to Every Talking Machine Dealer, and Which Brings Big Profits to the Man Employing It.

The advance made in the art of window trimming in the past few years is as noticeable as that made in advertising. Any retailer who recalls the windows of ten years ago can't help but mark the contrast that greets his eye to-day. At that time the displays presented a conglomerate mass of everything in general, and not much of anything in particular. The passer-by had the same sight to gaze upon day after day, and no doubt wondered why people showed such poor taste.

But to-day it is another story. The idea of utilizing this valuable space has been grasped by every live dealer. Glance in these same windows and you see something. You see, back of the exhibit, the idea standing out bold and strong. The chances are that the moment you look it will flash into your mind how that display reminds you of the excellent ad. that appeared the day before describing the very articles you saw in the window.

A display to attract attention must possess sufficient originality to at once arrest the eye with an unique arrangement so harmonious and beautiful as to be truly artistic, as a publicity expert would probably say. The most cultured admire a fine exhibit. The most ignorant are influenced by it. Dollars and cents are hypnotized by it. The great mass of shoppers are swayed by it, and the merchant who is wise always remembers this.

STENOPHILE SOUND MACHINE.

A German Invention Which Reproduces Sounds Automatically by Syllables in Typographic Characters.

Consul J. I. Brittain writes from Kehl that, according to the Journal of Alsace-Lorraine, the Stenophile Rivort, recently invented by Charles Bivort, chevalier of the Legion of Honor and director of the Bulletin of the Halles, has given some very practical and interesting results. The machine reproduces sounds automatically, by syllables, in typographic characters. It is operated in the same way as the typewriter; has a keyboard which consists of twenty keys. Each key, upon being pressed, points the corresponding letter on a band of paper, which unrolls itself on a sort of pulley. The characters are the same as those of the usual alphabet. It is easy to read at first sight what the machine has written. It is simple, strong and light, and exacts in its management neither effort nor rigid attention. A child or blind man can easily learn to use it. It writes very swiftly, writing as high as 200 words per minute, without fatiguing the operator or annoying the orator by noise. By means of

an interchangeable keyboard it can be used for all languages.

The machine was recently exhibited in the office of the Journal of Alsace-Lorraine in Strassburg, where it gave excellent results, reproducing both French and German with perfect facility. It is already in use in many schools.

MME. LINDE AN ENTHUSIAST

Regarding the Value of the Talking Machine as a Teacher and as a Means of Bringing Good Music to the Homes of the Benighted.

Rosa Linde, the American contralto, like so many of her conferees, is an enthusiast regarding the talking machine as an artistic factor. She became interested in the "talker" some time ago, when her husband displayed a desire to have her make some records of her voice. She went to the laboratory of the company in a very skeptical condition of mind; moreover, the day was a disagreeable one, and she felt anything but joyful. However, she made the records of the songs desired, and a week or so later she was invited by the president of the company to come to the laboratory and hear the result of her efforts. She was so confident that they were failures that she postponed the visit from day to day, but at last paid the visit. Her experiences as a record maker really amazed her, so beautiful and clear was the voice. As a result she was offered a very handsome sum of money to make records for the company, which she has since continued to do.

As an educational factor Mme. Linde considers the talking machine simply invaluable, and does not hesitate to say that it even cured herself of many vocal faults. When she heard her first record she realized certain vocal imperfections which she did not think existed. As a medium of entertaining friends she says it cannot be beaten. When asked to sing, you comply with the greatest of pleasure by simply starting on the machine, and thus you enjoy not only your own singing, but the company of your friends.

It would be difficult to find any talking machine man more enthusiastic than Mme. Linde is regarding the talker and its helpfulness to young singers as well as a valuable aid in disseminating high class music among the benighted in the smaller sections of the country—people who would never hear high grade music unless through some such medium as this.

"TALKER" FOR VANDERBILT HORSES.

In order to accustom his highly-strung thoroughbred horses to the crash of band music, Alfred G. Vanderbilt recently had a talking machine placed in the stable yard at Newport and the grooms led the horses back and forth before it, until their nervousness was dispelled. Mr. Vanderbilt will send a number of horses to compete at English horse shows next summer, where full military bands are much in evidence.

THAT FAMOUS VICTOR SIGN.

Among the hundreds of brilliant electric lighted signs along the Rialto, or "Great White Way" section of Broadway, New York, the one that attracts the most attention from its size and unique form is that of the Victor Co. The sign takes up the entire side of a building, and is about 50 feet square. Of course, it represents the dog looking into the horn with "His Master's Voice" underneath and the company's name in large letters above it.

MAKING HORNS IN CANADA

The Queen City Manufacturers, Ltd., a concern only recently organized, with offices at 474 Queen street West, Toronto, Ont., are carrying on the manufacture of talking machine horns in a very successful manner.

POULSEN'S LATEST INVENTION.

The Inventor of the Telegraphone Is the Author of a Mysterious New Energy Which Threatens to Revolutionize Accepted Beliefs and Mark a New Era in the World's Progress—Poulsen's Clever Associate.

Fleet ocean liners without steam or any other visible means of generating power; airships furnished with wireless energy, and telephone and telegraph stations connected by wireless ether waves only, are among the projected products of "tuned lighting," a marvelous new species of energy.

Poulsen, the Danish inventor, known as the Edison of Europe, predicts that tuned lightning will make wireless lighting, transatlantic wireless telephoning and telegraphy commercially possible very soon. Wireless ocean liners and airships will follow in due course.

At a remarkable demonstration in London lately before Prof. Silvanus Thompson, Sir William Preece and other distinguished scientists, Poulsen succeeded in lighting a series of arc lamps by means of his new and marvelous energy, which first passed through his own body. By means also of his wonderful electric waves sent into the atmosphere he fused a piece of copper suspended in midair without contact with wires or conductor of any kind.

The lighting of electric lamps without wires by energy passing through the human body opens up a wonderful vista of scientific accomplishment. By means of properly installed generating stations, Poulsen will soon be able to effect electric lighting at great distances; and this absolutely without wires.

From his Danish generating station near Copenhagen he is to-day sending most powerful charges of what is practically nothing but raw tuned lightning between points separated by long distances.

Modern warfare will undergo a complete revolution when the Poulsen generating stations come into working order. If he can light a town by wireless energy conveyed through the air alone, it will be a simple matter to explode at long range an enemy's mines, or even burn up his ships and armies.

Owing to these startling possibilities the British war office through its most skilled electricians and scientists is manifesting considerable interest in Poulsen's experiments. Up to the present, however, the Poulsen power is only utilized for improvement and convenience; not for destruction. Lord Armstrong, the famous cannon manufacturer, one of the wealthiest men in England, has evinced his faith in the new energy by undertaking to finance Poulsen to an almost unlimited extent. A big company has just been formed with Lord Armstrong as chairman, and it is anticipated that it will soon be possible to send wireless messages across the Atlantic as rapidly and cheaply as ordinary telegrams.

But this is not all. Wireless trans-Atlantic telephones will be installed before very long; while wireless electric lighting has passed the experimental stage. It will even be possible—and that perhaps before the end of two years—to build ships that will receive their motor power from shore stations. This will result in immense saving of space, for the great amount of room at present taken up by the bunkers and machinery of a modern liner will be available for passengers and freight. If Poulsen can direct his electric waves with sufficient energy to operate an electric lighting station miles away the supplying driving power to ships should be a mere question of detail. This will also apply to air ships, which so far have been failures owing to the weight of their motors. With Poulsen's tuned lightning, however, the problem will be solved.

Poulsen is well known to the talking machine trade the world over owing to his having invented the Telegraphone, which is now being further developed and exploited by a New York corporation, as referred to so frequently in these columns. The possibilities of the Telegraphone

both in the commercial and amusement worlds are simply marvelous, and such notable scientists as Kelvin, Graham Bell, Marconi and others have attested their appreciation of the merits of this wondrous instrument. Poulsen, by the way, has a number of other inventions under way which are quite Edisonian in their marvelous character.

Associated with Poulsen in his work is P. O. Pedersen, a mathematical genius. It is said that Pedersen thinks in figures. He can tell, without leaving his laboratory, just what is wrong with an installation, and his calculations are so marvelously accurate that they virtually amount to intuition.

HE'D BACK THE "WORLD"

For First Choice as an Advertising Medium—
A Tribute from Mr. Carleton.

Mr. Carleton, whose specialty is phonographs and photographs at 917 West Lake street, Chicago, issued a very unique New Year's calendar which came in for some merited words of praise in *The World* of last month. Three days after the issue appeared, on January 18th, Mr. Carleton wrote us as follows:

"Gentlemen.—Were it in my 'line' to advertise I'd back *The World* for 'first choice.' I do not know what the results from an ad. generally bring, but your neat write-up on my calendar ("Ghosts of Music") brought me 51 requests for same. Thanking you for past favors, I remain Yours truly, S. Wm. Carleton."

Advertising results are just as satisfactory, Mr. Carleton, and we venture to say that there is no other trade paper published that insures better returns to its patrons. This is the result not merely of a large circulation, but of distribution among live people in every part of the United States and foreign countries.

HOW THE "TALKER" HELPED

To Reveal the Identity of an Austrian Who Was Stranded in Waterloo.

The talking machine has been found in still a new role, that of interpreter, in which field its worth was proven through a peculiar case in Waterloo, Iowa.

Not long ago a foreigner arrived in that city and, despite all efforts on the part of the police and citizens, nothing could be ascertained regarding his name or antecedents. All questions he answered in a peculiar language, which none of the local linguists could understand, and as

a result efforts to provide him with the means of livelihood were but partly successful.

At last a brilliant idea came to W. H. Jannish, a talking machine dealer of that city, who persuaded the foreigner to speak into a phonograph in response to questions propounded through the medium of an improvised sign language.

The record was then sent to the language department of the International Correspondence Schools at Scranton, Pa., and proved to be in the Hovart dialect of Austria. The man's name was Theodore Yaleb, and told all about his family in Europe as well as what he desired. As a result of this revelation the people of Waterloo are now helping to better Yaleb's condition.

CANADIAN DEALERS NOT AGGRESSIVE.

A Canadian talking machine wholesaler in conversation with *The Canadian Music Trades Journal* stated that the Canadian dealers, as a class, are not sufficiently aggressive in pushing the sundries end of this particular branch of the music business. He instanced record cabinets as one of the neglected lines. Certainly what business there may be in record cabinets should be captured by the man who sells the records and to him the public will naturally apply when cabinets are wanted. But the dealer is not to wait for the public to apply for cabinets. The owners of talking machines do not know that they want them and will not know as long as they are not shown something in this line. They know they want something and are ready to try it if the dealer will only use his part.

MERELY A CHANGE OF NAME.

The firm name of the Wells Phonograph Co., 45 North Ninth street, Philadelphia, has been changed to Louis Buehn & Bro. The move involves no change in the standing or management of the business, however, as Louis Buehn has been the proprietor of the Wells Phonograph Co. for over five years. The concern are jobbers of the Edison and Victor lines, and have built up a large and successful business.

Many Southern dealers claim that while talking machine owners in their section of the country like to hear high-class operatic and classical records played in the stores, when it comes to buying, ragtime and popular music has the call, leaving the records of better grade music to decorate the dealer's shelves and entertain him in idle hours.

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.



Are you that man?

We want the man who says:

"I am the *Victor* man for this community. I am going to get my share of the business that comes from the vigorous *Victor* advertising to the 56,000,000 possible *Victor* buyers all over the United States. The *Victor* people have always stood back of me, and they always will. I am not a big fellow, but I am growing. I don't have all the *Victor* business that I might, in my locality, but I am *going* to have it all, because there's money in it. I am sure of *Victor* quality, the business is easy, my profits are sure and protected, and the *Victor* people think as much of me as if I were one of their biggest dealers in their biggest city. I get a square deal and I pass it along to my customers."

Are you that man?

Victor Talking Machine Company
Camden, N. J.

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

- | | | |
|---|--|---|
| Albany, N. Y. Pricc Phonograph Co. | Honolulu, T. H. Bergstrom Music Co. | Philadelphia, Pa. C. J. Heppe & Son. |
| Altoona, Pa. W. H. & L. C. Wolfe. | Indianapolis, Ind. Carlin & Lenox. | Musical Echo Company. |
| Atlanta, Ga. Alexander-Elyca Co. | C. Koehring & Bro. | Penn Phonograph Co., Inc. |
| Phillips & Crew Co. | Jacksonville, Fla. Metropolitan Talking Machine Co. | Louis Buehn & Brother. |
| Baltimore, Md. Cohen & Hughes. | Kansas City, Mo. J. W. Jenkins Sons Music Co. | Western Talking Machine Co. |
| E. F. Droop & Sons Co. | J. F. Schmelzer Sons Arms Co. | H. A. Weymann & Son. |
| H. R. Eisenbrandt Sons. | Little Rock, Ark. O. K. Houck Piano Co. | Pittsburg, Pa. Theo. F. Bentel Co. |
| Wm. McCallister. | Los Angeles, Cal. Sherman, Clay & Co. | Pittsburg Phonograph Co. |
| Birmingham, Ala. E. E. Forbes Piano Co. | Memphis, Tenn. O. K. Houck Piano Co. | Powers & Heary Co. |
| Boston, Mass. Oliver Ditson Co. | E. E. Forbes Piano Co. | Standard Talking Machine Co. |
| Eastern Talking Machine Co. | Milwaukee, Wis. McGreal Bros. | Portland, Me. Cressey & Allen. |
| M. Steiner & Sons Co. | Minneapolis, Minn. Minnesota Phonograph Co. | Portland, Ore. Sherman, Clay & Co. |
| Bridgeport, Conn. F. E. Beach Co. | Mobile, Ala. Wm. H. Reynolds. | Providence, R. I. J. Samuels & Bro. |
| Brooklyn, N. Y. American Talking Machine Co. | Montreal, Canada. Berliner Gramophone Co., Ltd. | Rahway, N. J. Regina Company. |
| Buffalo, N. Y. Robt. L. Loud. | Moorhead, Minn. H. Backenheimer. | Richmond, Va. The Cable Co. |
| Canton, O. The Klein & Heffelman Co. | Nashville, Tenn. O. K. Houck Piano Co. | W. D. Moses & Co. |
| Charlotte, N. C. Stone & Barringer Co. | Newark, O. Ball-Fintze Co. | Rochester, N. Y. The Talking Machine Co. |
| Chicago, Ill. Lyon & Healy. | New Haven, Conn. Henry Horton. | Rock Island, Ill. Totten's Music House. |
| The Talking Machine Co. | New Orleans, La. Nat'l Auto. Fire Alarm Co. | San Antonio, Tex. Thos. Goggan & Bro. |
| The Rudolph Wurlitzer Co. | New York, N. Y. Philip Werlein, Ltd. | San Francisco, Cal. Sherman, Clay & Co. |
| Cincinnati, O. The Rudolph Wurlitzer Co. | Bettini Phonograph Co., Ltd. | Salt Lake City, Utah. Carstensen & Anson Music Co. |
| Cleveland, O. W. H. Buescher & Sons. | Blackman Talking Machine Co. | Savannah, Ga. Youmans & Leete. |
| Collister & Sayle. | Sol. Bloom. | Seattle, Wash. Sherman, Clay & Co. |
| The May Company. | C. Bruno & Son. | Sioux Falls, S. D. Sioux Falls Talking Mach. Exchange. |
| Eclipse Musical Co. | I. Davcga, Jr. | Spokane, Wash. Eiler's Piano House. |
| Columbus, O. The Perry B. Whitsit Co. | S. B. Davcga. | St. Louis, Mo. O. K. Houck Piano Co. |
| Dallas, Tex. Thos. Goggan & Bro. | The Jacot Music Box Co. | Koerber-Brenner Music Co. |
| Dayton, O. The Fetterly Piano Mfg. Co. | Landay Brothers. | St. Louis Talking Machine Co. |
| Denver, Colo. Knight-Campbell Music Co. | Stanley & Pearsall. | St. Paul, Minn. W. J. Dyer & Bro. |
| Des Moines, Iowa. Edward U. Jones & Son. | Benj. Switky. | Koehler & Hinrichs. |
| Detroit, Mich. Grinnell Bros. | Victor Distributing & Export Co. | Syracuse, N. Y. W. D. Andrews. |
| Dubuque, Iowa. Harger & Blish. | The Regina Co. | Toledo, O. The Hayes Music Co. |
| Duluth, Minn. French & Bassett. | A. Hespe Co. | A. J. Rummel Arms Co. |
| El Paso, Texas. W. G. Walz Co. | Nebraska Cycle Co. | Whitney & Currier Co. |
| Galveston, Tex. Thos. Goggan & Bro. | Piano Player Co. | John F. Ellis & Co. |
| Grand Rapids, Mich. J. A. J. Friedrich. | Peoria Ill. Chas. C. Adams & Co. | S. Kann & Sons Co. |
| Harrisburg, Pa. S. A. Floyd. | | |

TAKES PLACE OF CHURCH CHOIR.

Talking Machine Now Used Instead of Choir in the Presbyterian Church in Nebraska City —Also Used by the Religious Stay-at-Homes.

It is now possible, with the development of the up-to-date talking machine, for the stay-at-home church-goer to lie in bed Sunday mornings and indulge in a religious service without benefit of clergy. The discovery that there were sermons in stones was made some time ago. Those in wax records, however, are of more modern origin.

It is a new departure in the phonographic enterprise, this special record of four-minute sermons and church hymns, but it has its possibilities. The demand first was felt for certain popular religious pieces, such as "Lead, Kindly Light," and "Nearer, My God, to Thee," sung by famous vocalists. These records sold like hot cakes, and made a big hit, especially in isolated communities where the religious music necessarily was of a primitive nature.

"You would be surprised," said the head of the talking machine department at Lyon & Healy's recently, "to know the great variety of subjects we supply. One of our favorites in the religious line is Charles M. Alexander's famous 'Glory Song.' We can supply you with a funeral sermon. You can hear it before you die, if you want to. If the law allowed it, we could seal the marriage vow by phonograph.

"As for regular sermons, of course, they couldn't be more than four minutes long. They would have to be snappy and to the point. The preacher never would arrive at 'fourthly, brethren.'"

The use of a phonograph in place of a church choir to attract the people to the house of God and to arouse a spiritual sentiment among the members of the congregations has, in fact, been adopted by a Nebraska preacher.

The origin and actual operation of this method can be credited to the Rev. Lester Gerard Leggett, D.D., of the First Presbyterian Church in Nebraska City.

The phonographic reproduction of sacred songs in a church was so radical a diversion from the usual method of furnishing music that the members of the Rev. Mr. Leggett's congregation were not only astonished, but the announcement of its use created widespread comment throughout the city.

Like every other modern method, the phonograph was installed after a certain amount of opposition, but after having been in operation for a short time it grew into favor, and within a short time practically the entire congregation was clamoring to know what songs were to be put on the phonograph on the next Sunday evening.

The phonograph has not only furnished an object of general conversation, with criticism and condemnation, but the size of the Rev. Mr. Leggett's congregation is estimated to have increased nearly 25 per cent.

The first night the phonograph was used, it was concealed at the side of the pulpit. Only a few in the congregation knew in what manner the music for the evening was to be furnished.

When the voice of Richard Jose, the famous tenor, emanated from the little room where the phonograph was concealed, wonderment spread over the countenance of every member of the congregation.

Following this, some of the songs that are sung by Trinity Church choir of New York were reproduced for the benefit of the worshippers with greater effect.

CUPID IN THE PHONOGRAPH.

Some Recent Instances Where "Dan" Has Been "On the Job."

In last month's Talking Machine World a story was told of Grace Rover, a Brooklyn school teacher who located a recreant husband by recognizing his beautiful tenor voice in a slot-machine phonograph, and thereby tracking him to his lair. Again there was printed a more remarkable tale

of a young man in Jersey City who purchased a phonographic song record and fell in love with the unknown owner of the soprano voice recorded on it. Seeking out the dealer from whom he had made the purchase, he was introduced by him to the fair originator of the plaintive inquiry "Will You Love Me in December as You Do in May?" proposed and was married to her, his wedding gift to the bride being the priceless record which had been the means of bringing them together.

And yet people continue to ask, what's in a voice? As though love, beauty, tenderness, everything in life worth while were not better expressed by the cadence of a magic voice than by the perfection of a magic face. Ever since the telephone girl came into being and began her course of triumphant matrimony, we have needed no stale poetical quotations to remind us that the "excellent thing in woman" is indeed the most effective weapon in her whole armory of charms.

COLUMBIA CO. IN ALLENTOWN, PA.

(Special to The Talking Machine World.)

Allentown, Pa., Feb. 6, 1907.

The Gardner Talking Machine Co., distributors for the Columbia Phonograph Co., have opened a branch at No. 830½ Hamilton street, this city. C. S. Gardner, who had been with the Edison Phonograph Co. for ten years, and who was sales manager for the Columbia Phonograph Co. in New York City for a number of years, will be the temporary manager for the Allentown branch.

HEAVENLY AGENT DISCOVERED.

It was recently learned that a certain exponent of a new faith in Ohio who claimed to have received the "gift of tongues" direct from the Almighty, whereby, with the aid of the languages he could cast out devils, received his "divine" gift through several courses in language study through the aid of the phonograph. Of course the talker may have been a heavenly agent in this case, but indirectly—very indirectly.

WHEN PLACING YOUR VICTOR 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?

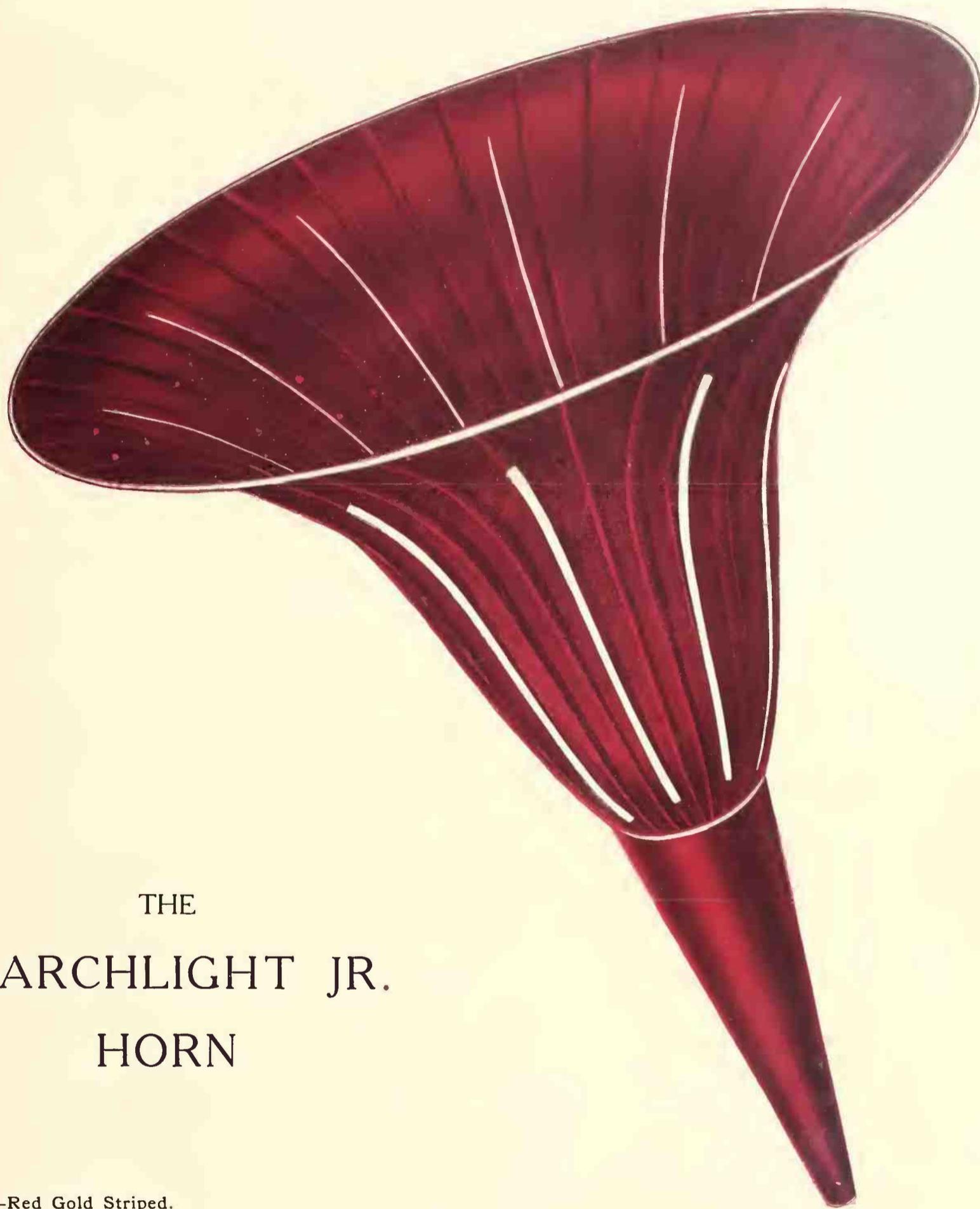
If you are not a user as yet, let us send you **SAMPLES FREE** and convince you by the quality and price that you cannot do better, whether you are a jobber or dealer. Write for full particulars.

AMERICAN TALKING MACHINE COMPANY

586 FULTON STREET,

BROOKLYN—N. Y. CITY

Largest Talking Machine House in the City



THE
SEARCHLIGHT JR.
HORN

Style—Red Gold Striped.

For all Edison and Victor Machines except Victor 1st.

THE MARVELOUS
Searchlight Horn

THE
**Searchlight Jr.
Horn**

THE
"KNOCK DOWN"
Searchlight Horn

REPRODUCE THE FULL STRENGTH OF THE RECORD

Sold only through Jobbers

Send to your Jobber for Samples

MANUFACTURED BY THE
SEARCHLIGHT HORN COMPANY

753-755 Lexington Avenue

Borough of Brooklyn, New York

DISTRIBUTED BY
**Every Recognized Edison and Victor
Jobber in the United States**

PRACTICAL SUGGESTIONS AND COMMENTS.

RECORDS OF PIANO SOLOS.

A subscriber of *The World* in Buenos Ayres writes: "In looking over the lists of the various companies I fail to find any piano records, I mean those for the piano alone. Have any been listed, and if not, why not?"

For various reasons the manufacturers have found it rather difficult to turn out first-class piano records. I may say, however, that the National Phonograph Co. in last month's list have one of the best and most perfect numbers we have ever heard as a piano solo. It is that charming old song of Moore's, "Believe Me if all Those Endearing Young Charms," with variations. It is not only well played, but there is an entire absence of overtones and blurring, which has been the trouble with piano records in the past. The pedal is not used, and the piece is played pretty well on the middle and upper registers. The record is having a tremendous vogue in New York and elsewhere, and I am sure that our subscriber will be well pleased if he looks it up.

ON REPAIRING DISC SOUND-BOXES.

Under the above caption, John White has written an interesting article for our esteemed contemporary *The Talking Machine News*. The especial type under consideration is the exhibition sound-box of the Gramophone Co. He says: "The first consideration in a good playing machine is tone quality. Great volume is of no use whatever without the fine tone, and as recording has reached such a pitch of excellence now, the records are seldom at fault when a poor reproduction is heard. Generally the sound-box is at fault, though occasionally the motor will get out of gear through foreign particles getting into the finely meshed wheels, and causing an obstruction. Now and again, too, a machine may suddenly stop dead, when playing with a sharp "click." This may be due to the governor breaking one of its springs, which lets the ball fly up and perhaps jam the motor, or maybe fly off altogether free from the works, and leave the motor still running and the balls still throbbing round unevenly through the mate being missing. This and other small repairs are easily treated.

"So far so good; but when the motor is running perfectly quiet and steady, you say, and the reproduction is harsh and uneven. What then? Well, all that is left is the tone-arm and the sound-box. As the tone-arm is only a tube to convey sound and a means to the end, if it is revolving easily and freely in both directions, there need be no trouble from that part unless it is leaking or a loose or faulty join is rattling. These details seen to, we come to the sound-box. Detach it from the sound-arm and examine carefully so that you may note its construction.

"The Exhibition type referred to is an excellent sound-box in every way. The stylus or needle-bar is caught at the lower end by two diametrically opposite springs, fastened to the sound-box body and at the diaphragm end fastened by a small screw and paper washer which holds it firmly yet pliantly to the diaphragm, the screw passing through from the inside of the mica. These springs are the leading feature of this sound-box, their reason for existence being to take up the high notes easily and yet retain the necessary sensitive power to vibrate the diaphragm when the faintest whisper passes through the needle on its way to the horn. Another and perhaps a better reason for these insignificant little springs is that they lengthen the life of the record by not attacking the line so solidly when the needle tracks the sound-waves.

"There is a certain rock, or give and take, between these two little fellow springs that tends to ease off the dead weight of the box and yet make it easier for the needle to follow the sinuous winding track. The diaphragm is a piece of mica—which is now very largely substituted for glass in reproducers in general, due no doubt to its greater tensity and lasting qualities in a sound-box.

"The size we are treating, 44 m/m, is just large

enough to go into the sound-box shell, or outer case, without touching the edges, a great advantage, as it is insulated from the metal and will vibrate more easily. To secure it in place a thin film of cement is run on to the bottom tube or gasket (which tube ought to be pliable and lively or, if it is dead and hard, have a new one substituted), and then it is pressed lightly down into position. We are assuming that we have a repair in front of us.

"Should there be a hole in the diaphragm for the stylus bar screw to pass through, the rest is easy for a nimble pair of hands. In case there is not, the gasket, or tube for the back, should be adjusted and the back screwed on temporarily. Then the needle bar can be fitted carefully in place and the tension spring screws tightened so that the bar can just be moved and no more with a fair pressure from side to side along the little knife edges projecting from the shell. When this is done a needle point, or something similar, should be used to make the mark exactly where the screw should go through. This can be done best with a cork pressed on the back of mica, which prevents any scaling or splitting of the diaphragm. Fastening the remaining parts together is easy, except the fitting of the tiny screw and washer, which requires care and a steady hand. If the screwdriver slips it may penetrate the diaphragm and thus spoil your work.

"A jeweler's screwdriver is well worth having for these uses. Other types of sound-boxes with ordinary washers in them, should be reconstructed and fitted with cycle valve tubing, which is an efficient substitute for the white tough rubber tube, which we are familiar with, and is generally used. It need not be solutioned into a circle to fit the shell, simply joining the ends together when cut to size, and making a snug fit will answer the purpose admirably.

"The waxing of the finished diaphragm and needle-bar is a delicate operation, and can be done well by using the spoke head to melt the wax, a drop at a time—one drop going on to the foot of needle-bar and then heating the spoke head till dry of wax and red-hot almost, touch the drop of wax and the foot lightly—the wax will spread in a complete circle. Repeat same on inside of diaphragm over screw. The back had better be taken off for this operation. If done well this ought to be equal to if not better than the majority of good sound-boxes."

SOME SUGGESTIONS FOR RECORDS.

A talking machine enthusiast makes the suggestion that makers of phonographs should, when they have made a master record, before altering the speed of the machine, run the record over again, at the same time also taking a watch and taking particular notice what time the first note in the accompaniment is played, the last note to be timed to a half-second. Then when reproduced there will be a good guide to go by, if the record is accompanied with a slip of paper stating exactly the time it is recorded at, and it will be a much better reproduction of the singer's voice. He says: "I am aware of speed indicators for machines, but every working man cannot afford to buy one, and I think this an excellent way of doing without one. I should also suggest that the slip of paper might have the singer's portrait and the words of the song printed on. I think that to have a ledge on both ends of the record would be an improvement. It would prevent the reproducer from slipping off the end, as it does sometimes if you are not there to stop it as soon as the tune is done. It should cause the phonograph to be better to listen to, as it would do away with flat tunes and galloping tunes, which one often hears when out walking. This is one great objection by some people to the phonograph. This refers also to all phonograph records besides songs."

ABOUT COLLAPSIBLE HORNS.

A Texas dealer writes *The World* as follows: "I have noticed that a number of collapsible horns have been placed on the market recently. Are these so constructed as to insure satisfactory results? I mean will they rattle, and augment still further any mechanical imperfections that may exist in the machine?"

There are collapsible horns now on the market that are most satisfactory in every respect. Of course care must be taken in putting the parts together and properly locking them. Many of the complaints about horns generally on the part of users are due not so much to the horn as to the carelessness in adjustment. Again a horn should always be thoroughly tested as to whether it has any loose seams. A horn with this defect will cause rattling in the reproduction, just as will the lack of attention to the collapsible horn, and this fault in many instances is mistakenly attributed to the reproducer. No matter how little rattle there may be in the horn, it will do much toward making the reproduction unnatural and unmusical—especially so in the more delicate selections.

A sermon could be written on the extraordinary ideas some people have about the use of

ATTENTION! NEW ENGLAND DEALERS

If you handle both EDISON and VICTOR, we can offer you an advantage no other New England jobbing house can—One Source of Supply for both

**EDISON PHONOGRAPHS
AND VICTOR MACHINES**

ONE SHIPMENT—ONE EXPRESSAGE

THERE'S AN ADVANTAGE! Try the Eastern's Policy of Service.

THE EASTERN TALKING MACHINE CO.

177 TREMONT ST., BOSTON, MASS.

Distributors of EDISON and VICTOR MACHINES, Records and all Supplies

Eastern Agents for HERZOG DISK and CYLINDER RECORD CABINETS

To the Trade:

Owing to the increased cost of material and the improvements we have made on all our instruments, we will be obliged to change the prices of all the different types.

On and after February 10th, the \$15.00 Machine will be withdrawn from our catalogue.

THE PARLOR MACHINE will have a polished oak cabinet, new single spring motor that will run five minutes, small morning glory horn with 13½ inch bell; will list at \$30.00.

THE CONCERT will have a new two spring motor the same as the Concert Grand, polished oak cabinet (much larger than the present style machine), red morning glory horn with 22½ inch bell; will list at \$40.00.

THE CONCERT GRAND will remain about the same as it is at the present time, except that the price will be \$50.00 instead of \$45.00.

THE GRAND OPERA will also remain about the same as it is, except that it will have a horn to match the cabinet. You would really think the horn was made of wood; will list at \$60.00.

THE ROYAL GRAND, our latest type, has a three spring motor, mahogany cabinet, horn finished and polished to match the cabinet; will list at \$75.00.

All our instruments are equipped with Tapering Arm Attachments and Morning Glory Horns.

The Motors are interchangeable, all parts are alike and will fit the single spring, two spring or three spring. Less parts for you to carry.

We know these instruments will create a big demand. They are the best that money and brains can produce. We would like to have you compare these instruments with any other Talking Machines on the market, and, if not as represented, you can return them for full credit.

When the new prices go into effect, your discounts will remain the same.

Universal Talking Machine Mfg. Co.

Camp and Mulberry Streets

NEWARK, N. J.

the talking machine and its parts. They think that the talking machine as well as the collapsible horn, or any kind of a horn, will care for themselves automatically, forgetting that the adjustment is as delicate as a watch, and needs the closest possible attention. Just compare the results from a machine that is carefully looked after with one that is left to care for itself. One is a perfect joy, and the other a destroyer of homes.

This disquisition is somewhat removed from the original question about collapsible horns, but it is excusable on the grounds that too much care cannot be taken in the matter of the horn, whether collapsible or regular, and it is not wise to blame the horn or the talking machine itself for lack of necessary attention on the part of the dealer or user.

ART AND MUSIC ACCEPT "TALKER."

This Interesting Fact Brought to Light in an Interview Afforded The World Representative by a Talking Machine Jobber.

"Hello! back again, are you?" cried my friend the jobber as I entered his private office. "That's right," I answered, meaningly, "and what's more, I'm after news." "Well, sit down and I'll see what I can do for you." He lit a cigar, having in the meantime handed the box to me, and with feet cocked comfortably on an unoccupied portion of his desk, indulged in deep thought while the smoke rings encircled the electric light bulb above his head and the silence grew intense. At last, with a final puff at his weed, he began:

"You no doubt remember when you were here before I convinced you that the talking machine had come to stay, and that it was a real instrument of musical merit and not a plaything?" "Yes," I answered; "and I guess I made that point sufficiently clear in my write-up, did I not?" He nodded his assent, then continued:

"I have added two interesting links to my chain of proofs since then, and I want to tell you about them. My boy, I have overcome the prejudice of two hitherto unapproachable skeptics, a musician and an artist, and my victories have done me more real good than the two substantial orders that accompanied them. The musician, Mr. Smith, we will call him, is a friend of mine now and a talking machine enthusiast. A month ago he considered the 'talker' a squeaking toy, fit only for children and fools, and numbered me among the latter. His change of mind came about as follows: There is an old German, 'Fiddling Louie,' they call him, who plays the violin on the street, in the hotel rotundas and wherever he is allowed to remain long enough to reap a little harvest of nickels and dimes. He came in here one day and asked if he might play for me. 'I play you nice tune, Mein Herr, if you vill please allow me,' he pleaded. 'All right, go ahead,' I answered, having a little time on my hands, and feeling an interest in the old man. 'I dank you, Mein Herr,' he cried, and then resting his chin upon his battered instrument, he began that beautiful selection by Schumann, Traumerei, and, say, maybe he didn't play it. The feeling, the touch and the wonderful sustained bowing of a master were in his rendition, and to say that I was amazed and pleased is putting it mildly. While I sat in an appreciative revery, an idea came to me, and I at once determined to work it out. 'You play well,' I said, 'and I wonder if we could not arrive at some arrangement for you to work here in the packing room. The work will be light, and then at times I would like to have you play for people who call. What do you say, is it a go?' 'You make me most happy, Mein Herr. I would like to start now already.' Tak-

ing him at his word, I led him back to the packing department, introduced him to the boys, and he was soon contentedly at work. So much for that part of my idea. Now for the dramatic finale:

"Mr. Smith, the music master, soloist with the Criterion Orchestra, director of Mrs. McSnobb's Chorus of Society Buds, and the Lord only knows what else; is very wont to drop in at my sheet music counter for music. (We run a full line, you know.) Upon various occasions I had endeavored to interest him on the subject of talking machines. 'Bah!' he would cry in disgust, 'mechanical noise, my dear sir, is not music,' and the discussion would end then and there.

"One day he called, accompanied by the young Frenchman, Le Fevre, whose paintings of the ladies of the mighty four hundred are making such a furore just now. Being a very dear friend of Smith's, he, too, was an enemy of the talking machine. After Mr. Smith had made his purchases and they were about to depart, I asked them if they would not like to inspect the establishment. 'We have just made some improvements, and I would very much like you to see them,' I explained. They hesitated for a moment, seeming to depend one on the other, then Le Fevre broke the embarrassment by saying: 'Ve



vill be most—vat you call it?—deelighteed, M'sieu.' When we reached the packing room old Louie had just taken a machine from its case and was setting it up for test. 'Louie,' I volunteered, 'these gentlemen have called to hear you play. Is your violin handy?' The old German's eyes grew bright when they rested upon the face of Smith, for he recognized him from the many pictures of the great musician recently appearing in the newspapers. 'Mit bleasure, Mein Herr,' he cried, excitedly, and took his instrument from a shelf nearby.

During his brief preparation I had slipped a recorder on the machine and drew a stool within range. Louie sat down as I directed and began to play. Never had he played so well before, I am sure, for the sweet, sad strains of Traumerei came with such pathos and melancholy grace from his old fiddle that not only was I deeply moved, but the music master was deeply affected, and the Frenchman was actually using his highly perfumed handkerchief. When the last note died away and before it was possible for either of them to give vent to their admiration, I explained that the machine had recorded the selection, and that it would reproduce it at once. Rapidly changing to a reproducer, I pushed over the starting lever and stepped back to listen. After a slight whirr and swish the sapphire needle caught the vibrations of the violin and the reproduction began, and, thanks to the recorder, it was an almost perfect one. I saw in a moment that the game was over, and that I was on the winning side. The music master and the artist stood spellbound, paralyzed by the wonderful similarity between the original and phonographic rendition. At last Mr. Smith remarked: 'What is the price of that machine, Mr. Jones?' 'I tink I like vone, too, M'sieu,' echoed Le Fevre.

"Well, that's about all there is to tell. I sold them each an expensive outfit. Smith uses his machine to reproduce the voices of his pupils

ONE PETMECKY

MULTI-TONE

SELF-SHARPENING NEEDLE

Plays 10 Records

LOUD, SOFT, INTERMEDIATE
TONES

Highest Standard of Quality
Universally Endorsed

SOLD BY

DISTRIBUTORS, DEALERS, JOBBERS
EVERYWHERE

In placing an order for one million PETMECKY needles, a large dealer writes: "Have given the PETMECKY needle a thorough trial and must say that it is my honest opinion that the PETMECKY is the Real thing in talking machine needles. Played as high as 22 records (10 inch size) with one needle and could have played more, but considered this was enough for one needle."

Kindly ask for *interesting needle lore booklet, samples of PETMECKY Multi-tone needles.* Testimonials and price quotations on 5,000 to 1,000,000 needles.

PETMECKY COMPANY

PATENTEES and SOLE MANUFACTURERS

506 New York Life Bldg.

KANSAS CITY, MO., U.S.A.

STEWART

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



THE BAUER CO., 726-730 Girard Avenue
Philadelphia, Pa.

and show them their faults while Le Fevre has set his upon a massive and highly ornamental pedestal in his luxuriously appointed studio in the Art Building, where he plays selections for the entertainment of his patrons while sitting for their portraits, and finds it a great help to him in his work. While in the store buying some records yesterday he explained his method: 'Eet has a soul, ze talking machine, M'sieu. Eet ees most vonderful. Ven I deesire to bring ze sad expression to ze face of my subject I put on ze Traumerei, and ven I want ze gay laugh to come to ze lips and ze sparkle to ze eye, I put on ze quick air like ze valtz. I paint ze portrait more like ze life zan efer before, M'sieu, and eet ees because of ze soul zat lives in ze machine. Eet ees magical, M'sieu.'

"That's the story, my boy," said the jobber in conclusion, and it proves just this: That there is no use doubting the talking machine's exalted position with the two most critical professions—music and art. Now that these two barriers are down, I have no fear whatever for the future. The talking machine has come to stay!" He emphasized this last remark with a bang of his fist upon the desk that made things jump, then turning to me again, he said kindly but firmly: "You have my narrative and I have an engagement—so good-bye." I thanked him heartily and withdrew.

As I passed out of the office and closed the door behind me, I encountered a bent figure coming down the corridor with a battered violin. I paused for a moment, and then softly, from inside the office, came the strains of "The Waltz from Faust." Old Louie was laying a trap for more celebrities.

HOWARD TAYLOR MIDDLETON.

ATLANTIC PHONOGRAPH CO.

Purchase the Plant and Interests of the Talk-o-phone Co. of Toledo—Some Notable Personalities Connected With This Organization.

The Atlantic Phonograph Co., incorporated under the laws of the State of New York for \$2,000,000, have acquired the plant and interests of the Talk-o-phone Co., of Toledo, O. The negotiations for the purchase have been pending for nearly a year. The officers of the company are: Nat L. Gartner, Gloucester, Mass., president; Albert L. Irish, Toledo, first vice-president and general manager; Thomas S. Gartner, Gloucester, second vice-president; Joseph L. Adrien, New York, secretary. Board of directors—Nat. L. Gartner, Albert T. Irish, Thomas S. Gartner, Joseph L. Adrien, Louis Strauss, George L. Clift, James E. Newell, Samuel W. Lipman, D. V. R. Manley. Messrs. Strauss and Lipman are of New York; Messrs. Clift and Newell are of Syracuse, N. Y. Mr. Gartner is president of the Atlantic Seaboard Fish Co., one of the largest concerns of its kind on the Atlantic coast. Mr. Manley is a prominent banker of Toledo, O. Clayton Reed, formerly New York manager of the Talk-o-phone Co., has no connection with the company.

When Mr. Irish, who is well known in the trade, was asked by The World for a statement, he said: "Just now we prefer to say nothing. We are not manufacturing records, but machines of a new design—just what, will be disclosed later. We are operating the Toledo plant to its fullest capacity, and it is probable we may be compelled to enlarge our facilities. Our general offices will be in New York at 71 Nassau street."

VICTOR MACHINE FOR FRITZI SCHEFF.

Fritzi Scheff, the famous singer, has had an expensive Victor talking machine installed in the special car on which she is now traveling through the South. Mme. Fritzi Scheff, who has scored a great success in "Mlle. Modiste," says she finds the Victor the greatest possible company in her travels. The sale of the Victor to Mme. Scheff was made by Sol Bloom, the well-known talking machine jobber, of New York.

TRADE ACTIVITY IN BOSTON.

Eastern Talking Machine Co.'s Big Orders—The Winchell Failure—Regina and Victor Line Go to Houghton & Dutton—The Talker on the Stage—Veale Takes Charge of Outfit Co.—Boston Cycle & Sundry Co.'s Good Reports—Other Items of Interest.

(Special to The Talking Machine World.)

Boston, Mass., Feb. 9, 1907.

February has started in with a rush for the talking machine trade. In every one of the jobbing houses here, and in each of the retail stores, there are many evidences to bear out the statements of the proprietors that they are very busy. At the Eastern Talking Machine Co. The World was shown this week a single shipment of 2,000 records going to one dealer a little way out of Boston, and other orders nearly as large were being put together for other firms. The demand for high grade machines is still a feature of the trade, but there has also sprung up a demand for a high grade machine at a medium price.

To meet this latter demand, the Columbia Phonograph Co. have put on the market Type B N, a medium priced machine fitted with an aluminum tube arm, and this has met with instant favor. The dealers are taking to it like hot cakes.

An unfortunate incident connected with the talking machine trade here is the failure of the F. E. Winchell Co., reported briefly in last month's World, which were doing business at 90 Summer street, handling the Regina, Victor and Zonophone, also a line of musical instruments. It is not expected that the firms who have been supplying them with goods will lose much, if anything. The serious illness of Mr. Winchell, an enlargement of the business which results did not warrant, and too large a store for the capital, are the causes of the failure. Mr. Winchell will go South in an effort to regain his health, and Secretary Skelton, of the company, will probably join the staff of some other talking machine house. The Regina line and the Victor line go to the Houghton & Dutton Co., which run a talking machine department in connection with their department store. The assignee of the Winchell Co. is J. M. Linscott, of the Boston Cycle Co.

The graphophone has struck the theatrical business in good shape here. May Irwin is using one as a big feature in her play, "Mrs. Wilson Andrews," and this week at the Lyceum, the Jersey Lilies Company has an entire act which is supposed to take place in the store of the

Columbia Phonograph Co. There are plenty of signs giving the name Columbia around, a number of machines, record cases, etc., and, in fact, it makes a pretty good showing on the stage. It is one of the neatest advertising features seen here in a long time.

The Columbia Phonograph Co.'s local store here is constantly putting out some new ideas in advertising. For instance, hanging out over the sidewalk this week is a sign which reads: "Good Suggestion for To-day. A Larger Horn for Your Machiue." These suggestions are changed daily, and people who own talking machines get into the habit of looking for them each day. It is a big business getter.

W. H. Prestinary, representing the I. C. S., department of languages, has established headquarters at the Eastern Talking Machine Co., and is gathering in a very good crop of results. Business is booming, both at retail and wholesale. E. F. (Doc) O'Neil, who was formerly one of the valued members of the staff here, writes that he is traveling for the Victor Co. through the West. He has lots of friends here.

Business at the Zonophone Co., Post Office Square, is bigger this month than at any time since it started here in Boston. The Zonophone is a tremendous factor in the talking machine business here.

Mr. Lambo, representing the Auxetophone, has been calling on the trade here this week, instructing salesmen in the talking points of the big instrument, making repairs, etc. There is a big future for this instrument here.

Grand Opera records have the call at all the Victor stores, the Oliver Ditson Co. and M. Steinert & Sons' Co. sending them out by the boxload. Trade on the Victor instruments has increased enormously within the past six months. The demand is still greater than the supply, and it looks as if it always will be.

William R. Veale, who left the Read & Read Co. a few months ago to assume charge of the department of the Outfit Co., at Providence, R. I., returned to his home at Medford a day or so ago only to find that his father had died suddenly. He has the sympathy of the entire trade.

The Tray System still cuts a great deal of ice in the wholesale business done by the Boston Cycle & Sundry Co. Manager Andrews is greatly encouraged at the reception the trade has given this novel idea, and he is receiving orders from all over the country.

John and Selden Robinson have opened a talking machine store in the Robinson block, Rockland, Me.

GREETING

To every one handling Talking Machines and Parts.

Be it known, that we have installed machinery for making

Screw Machine Products

up to 1 inch in diameter, and believe we can quote you attractive prices.

Send in your samples to

The Wallace Barnes Co.

Bristol, Conn.

Artistic Flower Horns

This does not refer to the ordinary, every-day Flower Horns on the market, but means

FLOWER HORNS of Artistic Designs;

FLOWER HORNS finished in brilliant, soft colors by our improved Air Drying Process;

FLOWER HORNS having interior floral decorations that are not gaudy, but perfect flower designs;

FLOWER HORNS that can be classed as works of art.

In manufacturing ARTISTIC FLOWER HORNS our motto has been not how cheap, but how good we could make them.

ARTISTIC FLOWER HORNS are made in numerous designs and colors, 24 inches and 30 inches in length, for both Cylinder and Victor Tapering Arm Machines. Dealers and Jobbers handling them are enthusiastic in their praises.



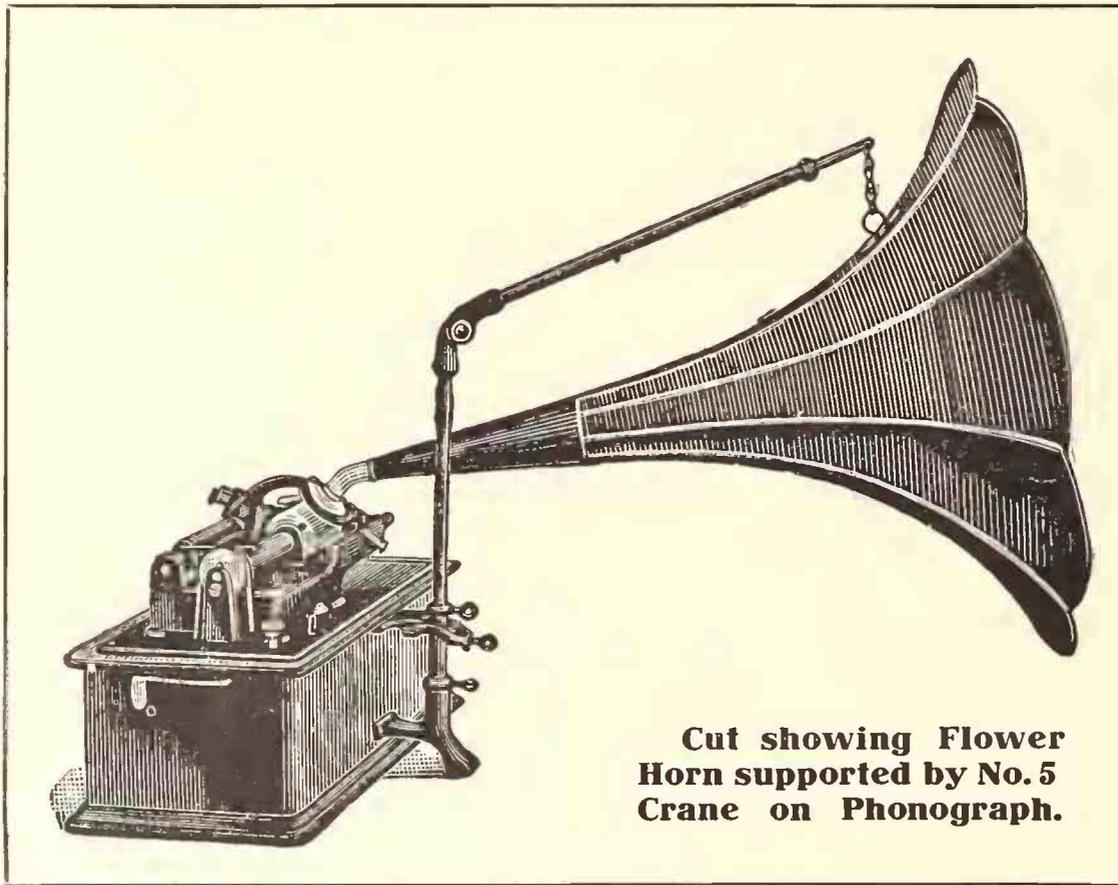
Look for this Trade Mark, it is a guarantee of quality.

Hawthorne & Sheble Mfg. Co.

PHILADELPHIA, PA., U. S. A.

HORN CRANES

OUR Horn Cranes are classed as standard on the market. Beware of Imitations. Our Cranes are thoroughly covered by Letters Patent, and we are starting active proceedings against infringers. Our Patents cover many modifications that are not employed in our present product.



Cut showing Flower Horn supported by No. 5 Crane on Phonograph.

LIST PRICES:

No. 5 Horn Crane,	-	-	-	\$1.75
No. 6 " "	-	-	-	1.25
No. 7 " "	-	-	-	2.00

You will always secure satisfied customers if you sell the H. & S. Horn Cranes.

Hawthorne & Sheble Mfg. Co.

PHILADELPHIA, PA., U. S. A.

COMPARATIVE FACTS

We use an air drying process in finishing all of our Talking Machine Horns in preference to a baked Japan. Sometimes we are asked why. We want you to know the reasons:

Baked Japan	Our Air Drying Process
<p>If roughly handled will crack off</p> <p>Will readily streak</p> <p>Will show finger marks, etc.</p> <p>Cannot be washed with soap and water</p> <p>Can hardly be dusted or wiped off without showing some mark or blemish</p> <p>Has a paint like form, and frequently has a pimply surface or uneven waves</p> <p>Is not moisture proof or air proof, consequently atmospheric changes cause rust on metal. The rust shows through or japan cracks off</p>	<p>Cannot crack off</p> <p>Insures an even coating</p> <p>Will not</p> <p>You can scrub</p> <p>Insures protection from rough handling</p> <p>Is uniform without streak or blemish</p> <p>Is moisture and air proof</p>

The largest and most prominent manufacturers of electrical goods, optical goods, etc., etc., formerly using a baked japan, now use an air drying process.

If you purchase Horns bearing this trade mark you will be securing Horns finished by the latest approved Air Drying Process, which are bound to give your trade satisfaction.



Hawthorne & Sheble Mfg. Co.

PHILADELPHIA, PA., U. S. A.

TRADE CONDITIONS IN PHILADELPHIA.

Trade Is Seasonable—National Phonograph Co. Open Local Offices to Exploit Business Phonograph—Trade Adjusting Itself to Conditions—Activity With Hawthorne & Sheble Co.—Frank Butler's Good Argument—Some Don'ts for Employers—Victor News—Activity With Louis Buehn & Bro.—Retail Dealers Filling Up Depleted Stocks—A Call for Records of Hymns—Penn Phonograph Co.'s Handsome Exhibit—The News of the Month.

(Special to The Talking Machine World.)

Philadelphia, Pa., Feb. 11, 1907.

Talking machine jobbers and retailers report an improvement in business since the latter part of January, and the improvement would probably be more marked if it were not for unfavorable weather conditions. Mild, wet weather, which favored colds and the grippe, was followed by almost blizzard-like days, and unquestionably had much to do with keeping shoppers at home. Colds and minor ailments have put some members of the trade on the sick list, although in no case interfering with business. Taken all in all, trade is seasonable—about what can be expected at the mid-winter season.

The National Phonograph Co. opened an office the past month at room 1117, North American Building, where representatives direct from the Edison factory at Orange, N. J., are exploiting the merits of the Edison business phonograph. The so-called commercial field of talking machines has not been "worked" very hard in Philadelphia, and the outlook is that the local branch office of the National Co. will have abundant success.

"The talking machine business in the East is adjusting itself to conditions, in my opinion," stated a Philadelphia jobber. "The high-water demand for machines has been met and is over, and now trade is settling down to the level it will ultimately occupy, despite any amount of hustling or booming. To say that there is going to be a talking machine in every home is more of a myth than a reality. Regular, legitimate demand for machines is the trade we must look to in the future, backed up, of course, by the demand for records and supplies. In fact, sales of records and supplies are what we must chiefly rely on, and to an extent the business resembles that of selling sheet music. Improved talking machines will lead owners of common machines to discard them for better ones, but it is my experience that all owners of talkers hang on to them until they are only fit for the junk heap. And then, if tired of the machine, they are content to put it aside and pick up with some new hobby or fad. Understand me, I'm not a pessimist about the talking machine business, but I do believe in accepting conditions as we actually find them, for then we will not be disappointed over actual sales made. With the remarkable progress of sound-producing inventions, as well as electrical inventions generally, it is a question in my mind just how long the talking machine business will remain a distinct business. Isn't it apt to be taken over or absorbed by other industries until it virtually loses its own identity? If so, and a wider, broader business comes in, the dealer in phonographs of to-day will be benefited, and it will behoove him to accept opportunity as it comes. The harp preceded the piano. Maybe an unknown instrument will follow the talking machine, and it seems quite probable to me that such will be the case."

Both President Hawthorne and Secretary Sheble, of the Hawthorne & Sheble Co., are very busy at the main office, Jefferson and Howard streets, with the many duties connected with the company's constantly increasing business. The H. & S. talking machine horns and specialties are meeting with flattering success abroad, as well as in this country, and it is not so much a question with the company of getting orders as getting out the many orders on hand. The company's three large factories are running full-handed and full hours. The installation of additional machinery and facilities has permitted a larger output.

"Nearer, My God, to Thee," played by a talking

machine in a Germantown avenue saloon led to the arrest of Charles Corey, a coachman, charged with having stolen the talker from Closson Bachman, his employer. Corey sold the phonograph to the saloon keeper. Policeman Bailey heard the religious air and, remembering that a number of sacred tunes were among the records reported stolen, he followed up the clew and secured information which led to Corey's arrest in New York.

Ninth street seems to be the favorite thoroughfare of Philadelphia talking machine jobbers, while Eighth street is popular with the retailers. Amusement arcade proprietors are fond of Eighth street, too.

"One of our men had a funny experience in South Jersey last week," said a representative of the Musical Echo Co., Chestnut street. "He was selling talkers in a rural village some fifteen miles from a railroad. He set up a Victor machine in the hotel and invited the good people to come in and hear it reproduce songs and monologues. Some of the natives had heard of a talking machine, but had never seen nor heard one, and many were the questions our salesman had to answer. One thin-faced, angular old maid was particularly inquisitive, and finally blurted out her opinion 'Young man,' says she, 'you have an educated poll parrot in that box. Oh! I'm wise! Don't tell me that round thing and tin horn can talk. Nixey!'"

Extensive preparations are being made for the business and office appliance show which will be held at Horticultural Hall, Feb. 16 to 23, inclusive. The National Phonograph Co. and the Columbia Phonograph Co. will make large exhibits, and as a large attendance is assured, the display should net satisfactory sales returns.

The Polack Amusement Co., which incorporated at Camden, N. J., the past month, will operate penny and nickel amusement arcades.

The talking machine department of Strawbridge & Clothier, under the management of Frank Butler, put out a good argument in favor of "talkers" the past week. "Pianos, stringed instruments, and a few of the wood-winds and brassers are all that can be played in the home,

and all require much labor to learn. If you want to hear a good orchestra or a singer of note, or a band, you must go to hear it. But with a talking machine the situation is different. You have many instruments in one at home; the talking machine brings all music to your home." Strawbridge & Clothier's talking machine department is capably handled and good sales have been made the past month. Edison and Victor goods are carried, with a surprisingly full stock of records.

In a recent issue of the Public Ledger the talking machine was utilized by Artist Williams in a clever cartoon. Newly inaugurated Governor Stuart is pictured seated in the gubernatorial chair before a talking machine, mounted on a cabinet labeled, "The Machine." Inside the cabinet sits a typical grafter talking into a mouthpiece, and the grafter is labeled "The Gang." The cartoon is under labeled, "Not His Master's Voice."

Lit Bros. and Gimbel Bros., department store-ists, inaugurated a "two weeks' industrial exhibit" the past month. Immense crowds attended both stores, and talking machine concerts enlivened the occasion as well as attracted many buyers. A similar industrial fair was also held by Strawbridge & Clothier, and the talking machine department was one of the centers of attraction.

S. P. Ferree purchased the corner property at Eighth and Chestnut streets, the past month for over \$700,000, and it is to be leased to the Crystal Palace Co. for a huge amusement arcade. There will be talking machine, piano player, moving picture and numerous penny-in-the-slot devices—all going to make the largest amusement arcade in the city.

At a Chestnut street jobbing house The World met the grouchy clerk, and he said: "Trade journals, I take notice, are almost bursting with good advice for employes. They print lots of 'don'ts' for clerks, office help and other workers; but it is blame little you see about what the 'boss' ought to do—and won't. Turn about's fair play, it seems to me, and I want you to favor me with putting this in your paper." He handed out a bunch of writing, headed "Some Don'ts for Employers," and this is what he had written:

"Don't watch your employes to see if they are watching the clock. Double anxiety only enlarges the worry."

"Don't hand out good advice unless you are willing to reward those who take it with a salary-raise hand out."

"Don't have so many rules that employes must lose time reading them. Time is money."

"Don't call down a clerk before a customer. It would be more humane to knock him down."

"Don't ask an employe to work 'til 10 p. m. without

LOUIS BUEHN & BROTHER

FORMERLY

WELLS PHONOGRAPH COMPANY

offer to the dealers within several hundred miles of Philadelphia the largest stock of

Edison and Victor Goods

for their selection. Also a complete line of supplies and all the leading lines of

Horns, Cranes and Cabinets.

We make a specialty of supplying the needs of the dealer and promise the best possible service. If not already dealing with us it will pay you to get in touch with us. Prices on Horns, Cranes, Cabinets and all supplies for the asking.

Write for Catalogue.

45 North 9th Street, Philadelphia.

handing out coffee and sandwich money. He gets lemons enough during the regular shift."

"Don't get dippy on 'system.' Too much of it isn't good for the system."

"Don't preach 'A place for everything' unless you furnish the places."

"Don't expect a \$15 man to wear a never-come-off smile on an \$8 salary."

"Don't forget there's a band wagon as well as a water wagon, while spouting 'a bas demon rum.'"

"Don't blame the clerk with a bed, razor and chair because business is dull. Troubles exist everywhere."

"Don't expect double work of married employes—they can't help it."

"Last, but not least, quit don't-ing."

Anton Zalper, piano dealer, East Camden, N. J., has installed a moving picture arcade at 2708 Westfield avenue, and is doing well.

Retailers Butcher and Morgan, of Camden, N. J., duly exploited February records via printer's ink and report successful results. The talking machine and musical merchandise business of J. A. Smith, lower Broadway, is being closed out, previous to his retiring from business.

Reports from the Victor Talking Machine Co., Camden, N. J., show that business is not far from conditions heretofore reported, viz., all hands are extremely busy, the factories are running to full capacity, but it seems likely that before long orders can be more promptly filled than has been the case, owing to the overwhelming demand for Victor goods. Beyond question the Victor Co. have done everything they could to oblige the trade in filling orders and otherwise taking care of patrons.

"What is sauce for the goose should be sauce for the gander," commented a local jobber. "If the manufacturers of machines and records patent their ideas in order to make money, why should not composers have the same right under copyright law. Suppose composers should make phonographs—the kind covered by patents—through which to introduce their songs and compositions to buyers, wouldn't there be a kick? I don't think!"

"We have had a satisfactory month," reported Weymann & Son, Market street, referring to talking machine business.

"Wanted—To hire phonograph and records for

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.

entertainment," was a want ad, which appeared the past week in a local newspaper, and which suggests possibilities of future business for clever talking machine operators. Combined with a moving picture outfit, a professional operator might find a profitable field in giving entertainments at fashionable social functions at residences and suburban homes.

Louis Buehn & Bro., jobbers, 45 North Ninth street, have so thoroughly systemalized their plan of record warehousing that any record wanted is found in a surprisingly quick time—a matter of gratification to their many customers. As they carry some 100,000 records in stock, it can easily be seen that their system is a model one. The firm reports good business with promising outlook.

Retail dealers in talking machines have pretty well filled up stocks depleted by the holiday rush, and are in good condition to meet current demands as well as early spring orders. At least three North Eighth street retailers are carrying side lines, such as jewelry, photographic supplies, small musical merchandise, etc. Some complaint is made that "too many are now in the business," but, as a rule, the retailers are vigorously pushing business—even to the extent of having salesmen make house-to-house visits. It is said one energetic salesman uses a horse and wagon—the latter filled with new and popular records. He visits the suburbs and, if they have a talker, reels off as many records as called for. In the absence of a talker he promptly lugs in his own, and plays the family party all the tunes they care to listen to. Needless to say he is doing a good business. He does both cash and instalment business. At the home of "deferred payment" customers, whenever he calls for his weekly payment, he generally manages to sell a few additional records.

"We've had a big demand for records like 'Nearer, My God, to Thee,' 'Rock of Ages,' and similar religious tunes," said a representative of the Lewis Talking Machine Co., South Ninth street. "Why the rush?" inquired the World. "Well, I'm no Hawkshaw the detective," said the representative; "but we have had a number of successful revivals, and—well, you can put two and two together, you know."

Jobbers report that many inquiries continue to come in for Victor Victrolas, and it is certain that every machine turned out by the Victor Co. for a long time to come will find willing purchasers. In fact, the demand for these wonderful creations has exceeded expectations.

The Keen Co., North Eighth street, are doing an excellent business in the International Record Co.'s records, of which a large stock is kept constantly on hand.

"Sound recording machines will probably succeed stenographers in courts of law in recording court proceedings," was the somewhat visionary prophecy of a local genius interested in talking machine matters. He could not state, however, how such a sound-recording machine would single out the voices of witnesses and court officials, leaving various courtroom sounds and noises out of the record.

The Penn Phonograph Co., 19 South Ninth street, have made a success in exploiting talking machine cabinets and carry the largest stock of these useful articles of furniture in the city. A large portion of their handsome salesrooms are given over to an exhibition of cabinets, large and small, of various designs and woods, and of various prices. Particularly fine are several cabinets designed for drawing rooms and parlors. The company reports seasonably good business in Edison goods.

JOHN DUNN'S PROTEST SUSTAINED.

The protest of John Dunn, Jr., against the assessment of duty by the Collector of Customs of Philadelphia, Pa., on an importation of needles was sustained, on January 25, by board No. 2 of the United States General Appraisers. This action was taken pursuant to the board's previous decision, known as G. A. 6,215.

Did you ever have a customer

come into your store, ask for something you didn't have, and then walk out and get it of another dealer?

That's a way to lose business.

Suppose, instead of going to another dealer, he consents to wait until you send to your jobber for what he wants. Then suppose your jobber is slow in filling your order, and the customer comes in two or three times but can't get what he wants. You couldn't blame that customer for going to another dealer.

Your jobber's fault, but you lose the business.

The way to run your business is to have just what people want. Never let your stock run low on anything; but if it should, you ought to know right where you can replenish it immediately.

We can supply you with everything you need in Victor talking machines and records, fibre cases, English needles, trumpet horns and accessories of every sort. We send the goods to you immediately—same day the order reaches us—whether you are in a rush or not.

That kind of service is worth more to you than that of a slow-go-easy dealer, and yet it doesn't cost you any more. You might as well have it and not run the risk of losing customers.

Write to-day for our latest catalogue.

The Victor Distributing and Export Company

77 Chambers Street

New York



THE AJAX

The Strongest Proposition on the Market

Designed and constructed on strictly scientific principles.
Made of carefully selected rust proof sheet steel.



Constructed in seventeen pieces, welded practically into one, thus multiplying the strength of the whole.
Which makes it the most perfect horn on the market.



Combining strength, beauty and acoustic perfection.
Does away with all rattling or discordant vibrations.



Eliminates all danger of damage in shipping or handling.

Artistically decorated in enamel colors.

For Further Particulars, Address

The New Jersey Sheet Metal Co.

9-11 CRAWFORD STREET

NEWARK, N. J.

FROM OUR CHICAGO HEADQUARTERS

195-197 WABASH AVENUE, E. P. VAN HARLINGEN, MANAGER.

A SALESMAN'S REQUIREMENTS

To Win Success—Men Prominent in the Retail and Wholesale Departments Contribute Some Interesting and Helpful Hints to This Symposium on the Qualities Which Enable a Man to Succeed in the Talking Machine Business—Subject Discussed from Wholesale and Retail Viewpoints.

(Special to The Talking Machine World.)

Chicago, Feb. 9, 1907.

Many really valuable pointers will be found in the following symposium on the subject of the requirements of the ideal talking machine salesman. Some of the speakers speak from the retail and some from the wholesale point of view, but by different routes the same goal is reached. The subject will be continued and concluded next month, as some of the strong men in the local trade are still to be heard from. Your representative would be glad to receive contributions from anyone in the West who would like to express himself. Suggestions for other subjects which can be treated in a similar manner will also be gladly welcomed.

GEORGE M. NISBETT.—An agreeable personality has a great deal to do with the success of a salesman on the road. A salesman can accomplish the most good for his house and himself by taking time. Of course, I do not mean idling by this, but simply giving his customers the attention they deserve. He can often make himself solid with a dealer by spending three or four hours or even a day with him, instead of thinking that he must invariably leave town by the first train out after his arrival. The traveler should always give the dealer the benefit of his larger experience and the results of his observ-

ance of the methods of other dealers. Methods of caring for stock is one subject which he can often take up profitably with dealers who are open for suggestions. The whole subject of handling and sales methods, the demonstration of selling points, etc., lend themselves readily to treatment by the intelligent traveller always on the lookout for means of furthering the interests of his trade. Again, the average dealer will first show a customer a \$10 machine and will then perhaps talk him up to a \$20 machine and then stop. Now, if he will start out with the highest price machine first he will stand a good chance of selling him the better machine, and if he fails he has paid the customer a subtle compliment which at least makes him feel good and oils the sales channel. This just illustrates one way in which the traveler can aid his customer. Where a dealer is in a position to swing it I always believe in advocating the carrying of a complete stock of records—all the numbers. If the dealer has confidence in the salesman, the latter can easily convince him by sincere arguments, which it is not necessary to go into here, that he is not talking for himself and the larger sale merely, but that such a course positively results in great benefit and extension of trade to the dealer.

JOHN OTTO.—The successful talking machine salesman must possess a vast amount of patience. In fact, this quality is perhaps more necessary than with his brothers in other lines. Especially is it needful in dealing with the record proposition. If a customer comes into the store and is approached by the salesman in an off-handed manner he is likely to become discouraged at the outset. He must feel that his trade is valued. Then again if he does not like the first few records don't throw down the record

with an air which says very plainly: "Oh, you don't know what you want, there's little use in bothering with you." The largest sales are often made to the "hard to suits" if they are handled right. Then again, the salesman, if he fulfills perfectly his high calling, must be an educator. He can take the person addicted to rag time and educate him to love the classics. In fact, everytime a ragtimer comes in sell him what he wants, but show him something else. Everytime he calls give him a little of the higher music—just enough to show him what the real thing is. It will work. My experience amply proves it.

C. W. NOYES.—No business on earth requires such a thorough knowledge of human nature as the talking machine trade, whether you take either the wholesale or retail point of view. More than that, the talking machines are largely a side line and the wholesale traveler must have transactions with jewelers, hardware dealers, sporting goods dealers, piano dealers and, in fact, merchants in almost every line. Now, it is necessary to have some knowledge of all these lines in order to see things from the dealers' standpoint and understand the peculiar conditions that he has to confront. Above everything else he must have a thorough practical and even mechanical knowledge of his own line if he makes the most out of it. A trifling service involving such knowledge often is the pivotal point on which a deal is swung.

A. V. CHANDLER.—Know your line. Know what you are talking about every minute. Put it all before your customer in a clear but comprehensive manner and carry a jolly and good old smile on your face—if you feel the smile, otherwise it will count nit. Cultivate the faculty of accepting a refusal to order just as pleas-

PROMPT SHIPMENT

The Holiday Rush has not exhausted
our stock of

Edison Phonographs and Records

January, February and March will be
the banner months for *Records*. Buy
from

"THE PEOPLE WITH THE GOODS"

BABSON BROTHERS

G. M. NISBETT, Manager.

304 Wabash Avenue,

CHICAGO, ILL.

antly as an order itself and stick stay by the game everlastingly.

E. C. PLUME.—Sticktoitiveness. "Never give up the ship." Second in rank in the qualities of the ideal salesman comes absolute faith in the line he represents, and the ability to inspire his customers with that faith. Don't knock. Give your customer the advantage of any ideas you may possess regarding the handling of goods. Give him facts that may help him. Remember that just the minute the customer finds that he can't rely on your statements he begins to lose faith in you and your product. The good salesman is able to go into the store of a customer and be asked what he thinks they need—after he has thoroughly gained the customer's confidence. Of course, this all applies equally to the wholesale and retail salesman. A customer will buy twice the amount of goods from a salesman in whom he can rely. Get thoroughly acquainted with your line and when asked a question never guess, but know absolutely. If you don't know absolutely get that knowledge and get it quick. Always remember that those who never do more than they are paid for never get paid for more than they do.

G. A. JENCKE.—He must know the machine he sells so that he can answer any question customers may ask, and they ask some pretty awkward ones sometimes. Study the machine carefully. Few salesmen know enough about the motor for instance. You must know your machine thoroughly. You can lay stress on its distinctive merits and every machine possesses these. Customers will even ask you embarrassing questions about needles, which to use for certain effects and why they produce certain effects. Right off the handle must the answer come. Customers lose confidence if the salesman doesn't know his business or has to search around for an answer.

C. F. BAER.—Above all, I should say that the good salesman must be truthful. Misrepresentation is always hurtful. If you are traveling, visiting the dealers, you must keep in personal correspondence with your customers. An occa-

sional visit is not enough. The steady grind, steady canvass by one method or another is what wins out. See that your dealer's stock is in good shape. Never overstock a customer. No matter what a salesman may say that tends to annoy you, come back with a smile. See that the customer gets perfect attention. A satisfied customer is the very best advertisement you can have. Your individual personality is an asset. Never nullify it by aping others. By all means make yourself acquainted with the goods of competitors. But especially know your own goods from the ground up. Office management is a legitimate part of the subject I suppose. Well, the stock department, records, etc., must be kept in good shape. System, system, system. Primarily establish a correct method of inspection. Never let a machine or record go out of the house without a thorough examination before packing. A properly handled office and store force, good accounting system and a well managed collection department are integral factors of a successful business.

CHICAGO TRADE NOTES.

Recent Happenings in the Talking Machine Field Interestingly Chronicled.

(Special to The Talking Machine World.)

Chicago, Ill., Feb. 10, 1907.

Spiegels, the big downtown furniture house, are contemplating adding talking machines in quite an extensive way.

All the old amusement parks and the several big ones to be started the coming season are investigating the automatic machine proposition and betray much interest in the various new devices which are appearing on the market.

E. A. Hawthorne, of the Hawthorne & Sheble Mfg. Co., Philadelphia, was a recent Chicago visitor, spending several days in making the rounds of the trade, with C. W. P. Noyes, secretary of the company, and in charge of their western department.

The Western Talking Machine & Supply Co., Dillbahrer & Feinberg, proprietors, suite 405, 6 Madison street, Chicago, have made arrangements with the various eastern talking machine and supply concerns whom they represent for the establishment of warehouse facilities in this city enabling them to make shipments f. o. b. Chicago to the Western jobbing trade. The company have something of peculiar interest to the trade, the particulars of which they will be glad to advise all inquirers via the mails.

H. T. Leeming, traffic manager of the National Phonograph Co., was a recent Chicago visitor.

A. V. Chandler, city salesman for the National Phonograph Co., is already making preparations for a visit to his baked potato farm on Goose Island next summer. It is whispered in the trade that Mr. Chandler has written Mr. Edison suggesting that the wizard conduct experiments with baked potato skins for diaphragm purposes. Furthermore, A. V. declares that at a recent beauty congress it was stated that the juice of the rinds of green baked potatoes made the best face lotion extant.

At the warerooms of H. C. Kibbey & Co., in the Republic Building, there is on exhibition an electric piano manufactured by the Automatic Music Co., of Binghamton, N. Y., and which has a mandolin attachment. The mandolin attachment carries the soprano notes above middle C, giving the realistic effect of a mandolin solo with piano accompaniment.

P. Hauptert, of Ashland, Wis., is the manufacturer of Hauptert's Record Display Racks, which he describes as a "practical and ornamental display rack for increasing the sale of talking machine records." It is designed for cylinder records.

The Chicago office of the Columbia Phonograph Co. has now eight sub branches in Chicago and the immediate vicinity. Manager Baer has adopted the method of making the store manager an active sales manager; he must skirmish out after business, directing the men in the field in person, figuratively speaking, and familiarize

BENEFITS WESTERN JOBBERS.

Leading Eastern Factories Conclude Arrangements for Chicago Warehouse Facilities.

We are direct factory representatives for large eastern concerns making *everything* in the talking machine line.

Our prices are *factory prices*, but as a result of arrangements just closed, we will hereafter *carry stock* for the benefit of the Western Jobbing Trade, *enabling us to make shipments F. O. B. Chicago*.

We have just swung a little deal on our own hook which will make *very interesting* and *highly profitable* reading for enterprising jobbers everywhere. Particulars for the asking.

Furthermore, let us give you a list of the goods we handle, and quote you *net factory prices*.

WESTERN TALKING MACHINE AND SUPPLY CO.,

FRANK DILLBAHNER.

B. FEINBERG.

6 Madison Street, Chicago, Ill.

Of Interest to
EVERY DEALER
in
TALKING MACHINES

We are distributors of
EDISON PHONOGRAPHS
RECORDS AND SUPPLIES
COLUMBIA DISC AND
CYLINDER GRAPHOPHONES
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

himself with all the problems they have to deal with. A good man stays in the store looking after the office and all the detail and store sales. Mr. Baer now has all the branch office force meet him one evening in the month at the store. They go out to dinner and returning spend the evening in exchanging experiences and planning for the coming double fortnight's campaign. Changes have been made at the Rockford office, Victor Green becoming crew manager and A. W. Schultz office and collections. At the Ashland avenue office A. Libben gets out into the field and a good man is to be placed inside.

Edward Blimke is now city salesman for the Columbia Phonograph Co., succeeding A. J. Morrissey, now in New York, and whom Mr. Blimke formerly assisted. He is making a fine record.

W. S. Thayer, who though still a young man, ranks among the pioneers in the talking machine trade and who has sold talking machines to dealers for many years has been made assistant manager of the talking machine department of the Cable Company, a position which his experience and ability peculiarly fits him.

Robert W. Young, of the Parks Music Co., who have a prosperous talking machine business in addition to their other lines at Hannibal, Mo., was a recent Chicago visitor.

Frederick Babson, of Babson Bros., has returned from a trip to the East.

B. Feinberg, of the Western Talking Machine & Supply Co., is in the East on a visit to the various manufacturing concerns whom they represent.

The Balmer & Weber Music House, one of the best known concerns in St. Louis, are considering the establishment of a talking machine department, and it is understood are now making arrangements for their lines. It is understood that they will confine themselves to retailing for the present.

EDUCATIONAL "POINTERS."

Instruction and Encouragement to Those Having to do With the Selling of Talking Machines—Some Excerpts from Mr. Eckland's Interesting Book.

(Special to The Review.)

World Office, 195 Wabash avenue,
Chicago, Ill., Feb. 4, 1907.

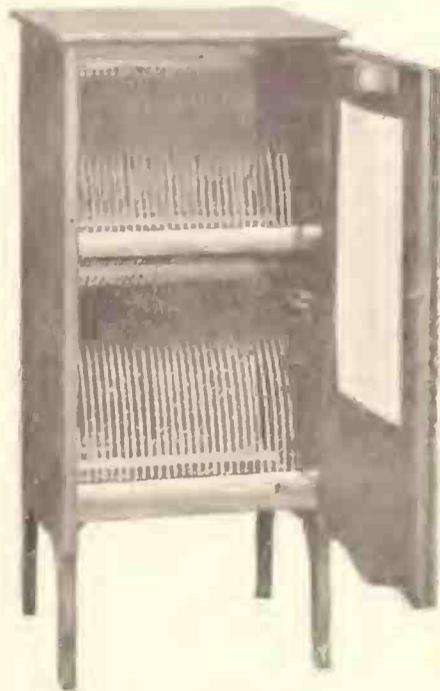
O. W. Eckland, manager of the instalment department of the Chicago office of the Columbia Phonograph Co., is the author of a clever little booklet for the encouragement and instruction of the big force of instalment solicitors under his direction. In the introduction he lays stress on the necessity of careful training and knowledge of his proposition by the canvasser if good results are to be obtained. It will be no violation of confidence to give you a few excerpts from Mr. Eckland's general talks to his men:

We insist then that you learn all the talking points of the machine you sell and that you do hard work in posting yourself concerning the construction of the article you sell. Do not say I will get a few ideas from some one that owns a machine and study the balance as I go along after I am in the field with my sample outfit! You no doubt say this in good faith, but you should be familiar with all points of the article you are selling in order to be successful. Is it not better to reap the benefits of a successful enterprise than to reap the regrets of lost opportunities? Remember that this is not a toy or a five-cent article that you are selling, but a high grade musical instrument far superior to anything on the market, that every man, woman or child appreciates if presented in the proper manner.

"Any system is better than no system" is an old but true saying. Every salesman should work to some prearranged plan; he should not depend upon chance or inspiration for his arguments, but should prepare them in advance to meet objections and conditions likely to arise.

Make the most of your prosperity, but be prepared for adversity. Be prepared for varying results. No business which is dependent upon the patronage of the public can expect the same amount of profit each day. The proprietor of a grocery store will tell you there are many days which bring him little trade and at other times his business seems greater than he can possibly attend to; but by keeping everlastingly at it fourteen hours a day, six days in the week, he makes the general average very good. You can't sell the same number of machines each day. Our best men testify to the fact that their most profitable work has often been accomplished immediately following a protracted period

X OUR LEADER X



\$10.00

Holds 75 ten-inch records and 75 twelve-inch records
Partitions made of Coppered Steel Wire bent into a quarter circle

Beautifully finished on all sides
Golden Oak or Mahogany

Write for our Cabinet Catalogue

Your regular discount applies
The best values in the country to-day

We have the strength of our convictions

Order the Above Cabinet

If it isn't the best Cabinet you ever had for the money return it to us at our **expense**

When you place your order, try us on some Victor Goods

Remember, We Wholesale Exclusively

If you have not already signed a Victor Contract **with us, Do It Now**

You will want what you want when you want it some day
You will save time then to have the contract signed with us

Write for Sample of **Exhibition Needles.**

Exclusive Victor Wholesalers.



of fruitless labor. There is a tendency on the part of the solicitor after a few days of unsuccessful effort to become discouraged and gradually work into a rut and carry on his work in a listless half-hearted way. This, of course, is disastrous and the good results which are sure sooner or later to follow bright, intelligent and persistent efforts fail to come. Is the groceryman any less attentive and obliging to his customers on Saturday because his business was dull on Friday? Not at all. He is even more polite and active in striving to please them in order that he may make up as much as possible for the dull days. A solicitor is entitled to more credit for working earnestly and enthusiastically with every energy through a period which brings him little profit than for pushing his work when everything is prosperous and encouraging. If you are doing your part every day success must come.

After citing various objections made by the person who has never owned a machine, who pleads that their piano fills the bill, or that they have not the money to spare just now, etc., etc., the book closes with a few things to be remembered, from which we make the following excerpts:

Always avoid arguments with prospective customers. Be earnest and enthusiastic at all times under all circumstances.

An evening's canvass in a man's home seldom fails to bring tangible results.

A careless agent can never succeed. He must know how to operate his sample machine, and never drop used needles on the floor. After introducing yourself intelligently, get your machine working as soon as possible.

The best answer to an objection is to anticipate it and never allow it to be made.

As soon as you find your prospective customer interested in any selection dwell upon that feature and press for the order, leaving all else alone.

Remember the house does not figure on the amount of orders it gets but the amount of good orders it gets. It is no honor or profit merely to appear in the arena. The laurels are for those who successfully contend.

THE POPULARIZATION OF RECORDS.

When They Appeal to Him as Good Sellers Will Pay the Talking Machine Man.

New ideas are invaluable to you, Mr. Dealer, because they are so hard to procure, and yet in order that you may succeed, it is imperative that you have them with you always. In these progressive days of push and hustle the public will not notice a man or an establishment without it is drawn by some attractive feature not to be met with elsewhere. Particularly is this true of the talking machine business. A dealer to draw custom must have his window act the part of salesman for him, and it is "up to him" whether or not the salesman is a success. Not the mere artistic dressing of the window will suffice, but there must be something there that will command attention through its oddity; that is, the display must be unique.

I believe that one good way to catch the public eye in this manner is to prepare a poster featuring some selection in the current record bulletins. Make your choice in such a manner that the selection may be sure to appeal to the casual passerby because of its title. Almost every month there are records listed which are somewhat eccentric as to titles, and it is from these that you should choose. For instance, there is a song listed in one of the talking machine record supplements for January which we will take as an example: "Why Can't a Girl Be a Soldier?" This title is attractive because it is unusual. When read it creates a sense of curiosity in the mind of the reader which will probably lead to an investigation. That investigation is what you are striving for, as it may mean more business for you. Therefore, you should acquaint the public with the fact that you have "Why Can't a Girl Be a Soldier?" in stock, and in order that this may be done attractively, the illustration shown below is suggested as a poster to popularize the selection in question. It should be of a size to permit of its being displayed prominently and artistically.

These posters are very easy to prepare, as there is usually some cheap lithograph to be procured at small cost that will illustrate the title of the selection. Then the artist's photograph should be placed alongside, a little appropriate lettering introduced, and the poster is complete. Photographs of the talent can be procured for this purpose from the Channel Studio, Orange, N. J.,

for a moderate sum, so that the entire financial outlay is trifling.

You will find, Mr. Dealer, that it will pay you to select a record each month and popularize it along the lines described above, for it will attract attention to your store and consequently bring you new customers. If after careful consideration, you deem a certain selection worthy of a little newspaper advertising, have a cut made of your poster and insert it in some local

paper for a day or two, and see if that does not help some also.

The popularization of individual records by means of posters displayed in show windows, I believe to be a method of cheap advertising that will prove very successful. At least, it is worth a trial, is it not?

HOWARD TAYLOR MIDDLETON.

THE VALUE OF GETTING TOGETHER.

The Monthly Reunion and Dinner of the Forces of an Establishment Is Becoming Most Helpful in Developing the Business of the House to Those Who Utilize This Method.

The method of increasing the value of employees by a mutual exchange of ideas and instructive lectures by authorities on the various departments of the business at monthly meetings is growing among progressive houses. In con-

nection with the meeting a dinner is served at the expense of the company and general good fellowship encouraged in a social way.

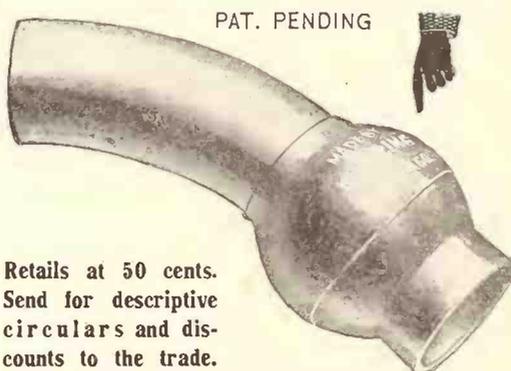
The dinners are not elaborate, but are substantial, being patterned after the real "home" dinner. Employees are not compelled to be present; they are the invited guests of the company and may decline if they wish to do so. But naturally they are only too glad to enjoy the hospitality of the house, and to avail themselves of the valuable information imparted to them by experts in lines of goods which they have to deal with as managers, salesmen or in other capacities.

A feature of the meetings is the part which the employees play in the proceedings. The presiding officer is one of them. Each meeting elects the chairman for the next. The officers of the company are present, but remain in the background, mingling on an equal footing with the others, but always watchful to bring out best results and to see that all enjoy themselves. The audience is encouraged to ask questions of the speakers, that no obscurity may remain.

Of course such gatherings must be informal and friendly in the sense of the somewhat intimate relationship of those present, a condition which naturally becomes more pronounced on each succeeding occasion. And this suggests one result of the meetings which is already noticeable—the increase of friendliness of relations between employees in their work. To a certain extent barriers are broken down, not to the extent of undermining discipline, but in the fact that a better acquaintance brings with it a greater tolerance of the peculiarities of others. Men of different departments, who perhaps do not come into contact excepting where there is something to unravel or correct, are less apt to quarrel, to become antagonistic, when they have recently broken bread together. The contented family element of a business house is no unimportant one, for it plays its part in the esprit du corps without which no business can be carried out onto its full effectiveness.

Many houses in the piano trade have followed the custom of entertaining their employees at dinner on various occasions, but generally in a purely social way. It would be interesting to see how this very interesting scheme of mixing business and pleasure with dinners at regular intervals would work in our trade. There is no field wherein a complete understanding between the house and its men than in the retail talking machine field, and mutual good fellowship will bring about that result.

It's All in the Ball!



TIZ-IT

THE NEW HORN CONNECTION — 'NUFFSED

KREILING & COMPANY

Inventors and Sole Manufacturers
855 North 40th Avenue - - CHICAGO

THE NEW

Imperial Records

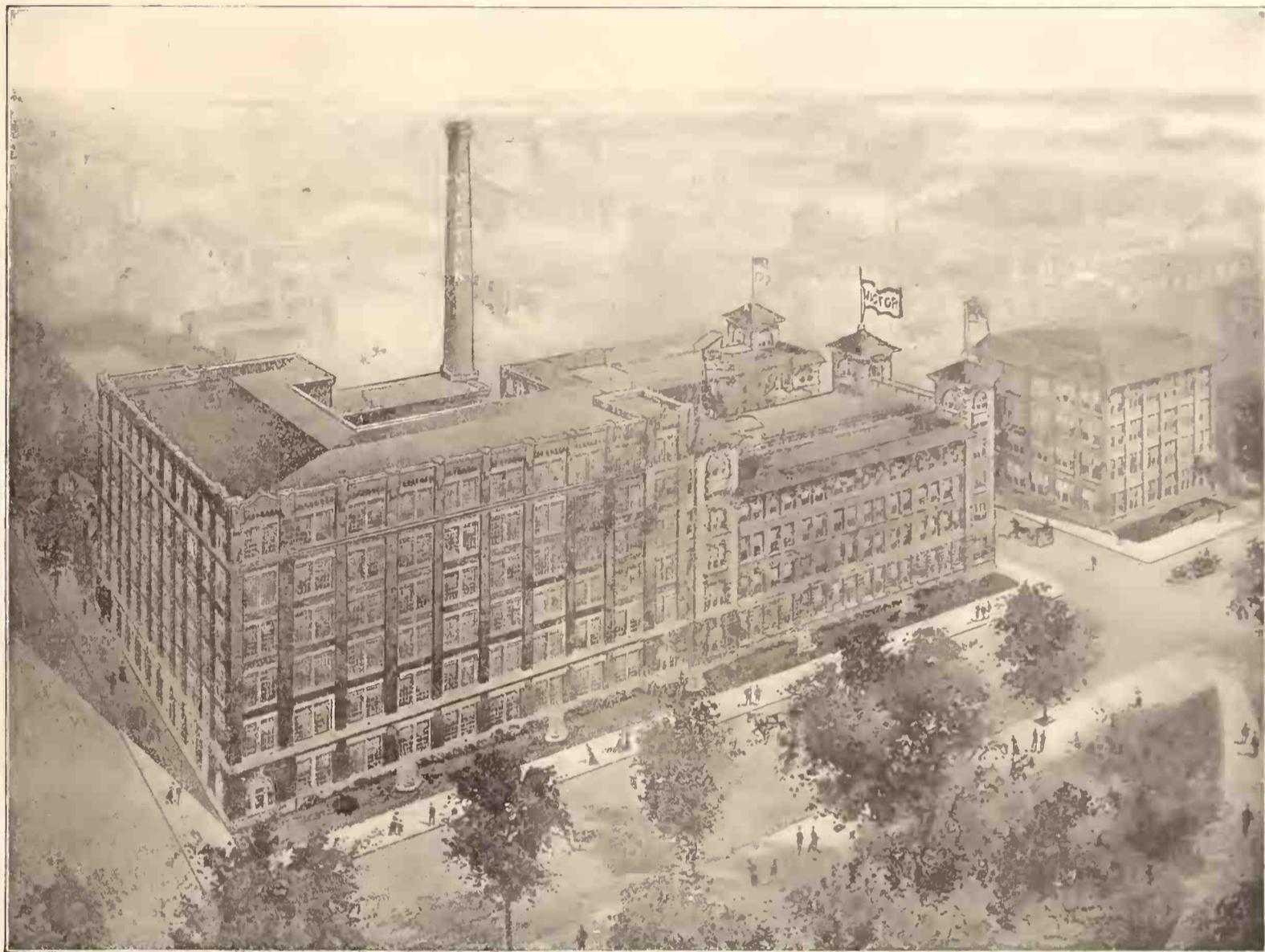
RECORDED IN EUROPE

Are Meeting With Marked Success \$1.00 and \$1.50 Each

SEND TO-DAY FOR CATALOGUE

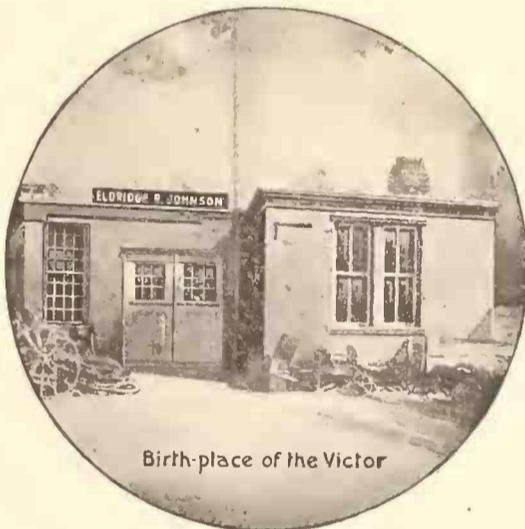
LEEDS & CATLIN COMPANY **New York**

THE GREAT PLANT AT CAMDEN, N. J., WHERE THE VICTOR TALKING MACHINES ARE MADE.



VICTOR MACHINE AND RECORD PLANT ON COMPLETION OF SIX-STORY "L" EXTENSION. Office and Laboratory Building.

We are enabled in this issue of *The World* to give an illustration of the principal buildings of the immense Victor Talking Machine Co.'s plant in Camden, N. J., as they will appear when the six-story "L" addition to the plant is completed. The present floor space of the buildings is 122,400 square feet, and with the addition, which makes 109,800 square feet, there is a grand total of over five acres. We also show the original building in which the world famous Victor products were made—a contrast that tells its own story. The single detached building on the right of the main plant is in process of erection, and will contain the offices and laboratories of the company, each occupying two floors. All parts of the Victor talking machines as well as all records, with the exception of the cabinets, are manufactured in the group of buildings shown in the picture. The cabinets are made in six factories, one located in Camden, and five others in sections of Pennsylvania and New York, convenient to the lumber markets.



Birth-place of the Victor

When the mechanism and other portions of the talking machines are ready for assembling they are sent to the shipping department located in a separate building some distance from

the main plant. There they are put together, tested and packed.

The Victor Co. also maintains a complete printing plant, where all their printed matter is turned out. This department is also in a separate building. All the structures are of latest fire-proof construction, and were erected with a view to quality and safety first and cost second. The structures give an idea of the growth and extent of this great business, whose products are known the world over.

MIGHT HEAD HER OFF.

"Henry," said Mrs. Peck. "I am going to get a phonograph and talk into it, so that if I happen to die first you can still hear my voice."

"Perhaps," replied Henry, hopefully, "I will die first."

E. A. Hawthorne, of Hawthorne & Sheble Mfg. Co., Philadelphia, was in Chicago the latter part of January on special business.

The Government Pays 4 Per Cent.

We Save You From 35% to 50% on Supplies
For all kinds of Talking Machines

THE BEST EQUIPPED HOUSE IN THE UNITED STATES

THE EDISONIA CO., NEWARK,
NEW JERSEY

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
KIANGNANESE
CANTONESE

ARABIAN
TURKISH

HINDUSTANEE:

URDU
MARATHI
CUJARATHI
HINDI
TARSI

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. RÜHL, KIMBERLEY HOUSE, 6 and 7 REDCROSS ST., LONDON, E. C.

FROM OUR EUROPEAN HEADQUARTERS

69 BASINGHALL STREET, LONDON, E. C., W. LIONEL STURDY, MANAGER.

TRADE HAPPENINGS IN ENGLAND.

Weather Conditions Have Not Helped Trade—The General Outlook Is Healthy—A New Sound Box on the Market—Big Loss in Record Making Owing to Extreme Cold—The Shah's Graphophone—Records by Patti—Russell Hunting's New Building—Additions to Beka Record List—Recent Trade Changes—Interesting Interview With W. H. Glendening on Trade Possibilities in America As Compared With Great Britain—The News of the Month in Detail.

(Special to The Talking Machine World.)

London, E. C., Feb. 1, 1907.

Is the progress of this industry dependent upon the weather? It should not be to any very great extent, outside the summer holiday season, but one is forced to the conclusion that weather conditions enter largely as a fact to be considered in this question. Throughout the month of January we have experienced extreme cold and nasty climatic changes that keep the record connoisseur at home rather than in the dealer's showrooms. The retailer thereby suffers a temporary loss of trade, yet to be up to date he has to order his usual monthly stock of the new selections issued. The manufacturer, likewise the factor, must ultimately feel the slight business depression, and thus do we come right up against a force that is perhaps some explanation of the complaints of a fall in orders during the last few weeks. If sales fluctuate according to weather conditions, then it is up to the dealer to put forth his best efforts to secure more than average sales when the opportunity is present. Why should any one in the trade talk as though the season is over, for that is what some are doing. Don't believe it. October is a good month and January is usually as fair from the average sales point of view, while February, March and April always maintain an even demand, and will continue to do so, if only the suppliers will continue to create instead of leaving the demand to look after itself. All the various forms of publicity and other propulsion features of business must be more in evidence as the season wanes, else the sleepy dealer will sleep and the cycle agent will put aside his remaining stock until he can't sell bicycles, when he will expect to find the customers he has lost through neglect. No, Mr. Manufacturer, keep them at it, imbue them

with the spirit of the industry as one worthy to foster during the off season, and your reward will eventually be evident in the increased turnover that must undoubtedly result.

Pathe Freres New Sound Box.

Messrs. Pathé Frères announce the introduction of a new sound-box, which will fit any make disc machine. This provides the public with the means to play the Pathé phonographic disc record on any disc machine of another make. In conversation Mr. L. H. Courant mentioned that business had slackened up a little just after Christmas, but sales are pulling up again now, and there are strong prospects of a return to the abnormal conditions which prevailed during the last few months of the old year. Dealers have given the Pathé record a great reception, some evidence of which may be gathered from a visit to Lambs Conduit street showrooms, where there is always to be found a large number of buyers keenly alive to the importance of these new productions, and the sure popularity they are gaining. Mr. Courant informed me that the company are now putting out over 1,000 of their disc records every day, while the demand for machines is much ahead of supplies, although they are constantly receiving large consignments. Mr. Pathé has returned from his trip to the States, enchanted with his great reception there. He says the time was all the while most enjoyable to him, and pays a tribute of admiration to his American friends, in that he thinks they are the most courteous and businesslike people in the world!

Material for Indestructible Records.

Manufacturers of indestructible records will be interested to hear of a new discovery. Known as "galalith," a plastic substance is being made near Paris from the casein in skim milk—128.78 pints of skim milk furnishing 2.20 lbs. of galalith—which may supplant celluloid, and has the advantage of being non-inflammable.

How Weather Injures Records.

One result of the very cold weather experienced in January is found in the increased number of throw-outs at most of the factories. The extreme cold temperature affects records in many ways. It tends to make the material more brittle than is usually the case, and extra care has to be exercised in boring. In conversation with a large cylinder record manufacturer I was told that while in every department the regular amount of work was put in, there is a

surprising difference in the number of records that finally reach the finished stage, inasmuch as a very low temperature is disastrous to good results. The very hot weather is not so much feared now that improved cooling appliances have been installed in most factories. But an even temperature is the ideal that all will aim for, irrespective of outside conditions.

Popularity of Zonophone Records.

Zonophone records seem as popular as ever, the majority of dealers reporting good sales. The February list is a very representative one, comprising band selections, ballads, comics, whistling solos, a duet and a concertina piece by S. Bartle. The comic list predominates in point of numbers.

Howell Bros. Confidence in Their Goods.

A folder to hand from Howell Bros., of St. John street, Clerkenwell, reveals a novel form of salesmanship adopted by few factors in London. The folder advertises a disc machine styled the "Hero." It is good value for the money, but the interesting feature is a guarantee that should any part of the machine fail during a period of twelve months from date of dispatch Howell Bros. will replace such part free of charge. The cash price of the machine is three guineas, or it can be supplied on the monthly installment system for three pounds ten shillings.

The Graphophone and the Shah.

The death of the Shah of Persia has furnished the occasion for the relation of many anecdotes in the public press respecting his career. There are one or two incidents which may well be recalled for the special interest of talking machineists. When in Europe in 1900, His Majesty visited the Paris Exposition where he was greatly impressed with an instrument the Columbia Phonograph Co. were there exhibiting. This was the "multiplex graphophone grand," really three talking machines in one. It was equipped with three reproducers, operating simultaneously on specially prepared records bearing selections engraved in triplicate. By an ingenious arrangement, a separate horn was connected up with each reproducer, and a vigorousness of volume thereby secured which was truly remarkable. At the Shah's order, a similar graphophone, with most lavish decorative additions, was manufactured for his palace, and this Eastern ruler thus became the owner of the largest talking machine in the world. Later he acquired an instru-

THE NEW REX RECORD CO., LONDON

Offer a British made Record at a price which will command trade. It secures preferential tariff in all British Colonies. Get into touch with this line for future trade.

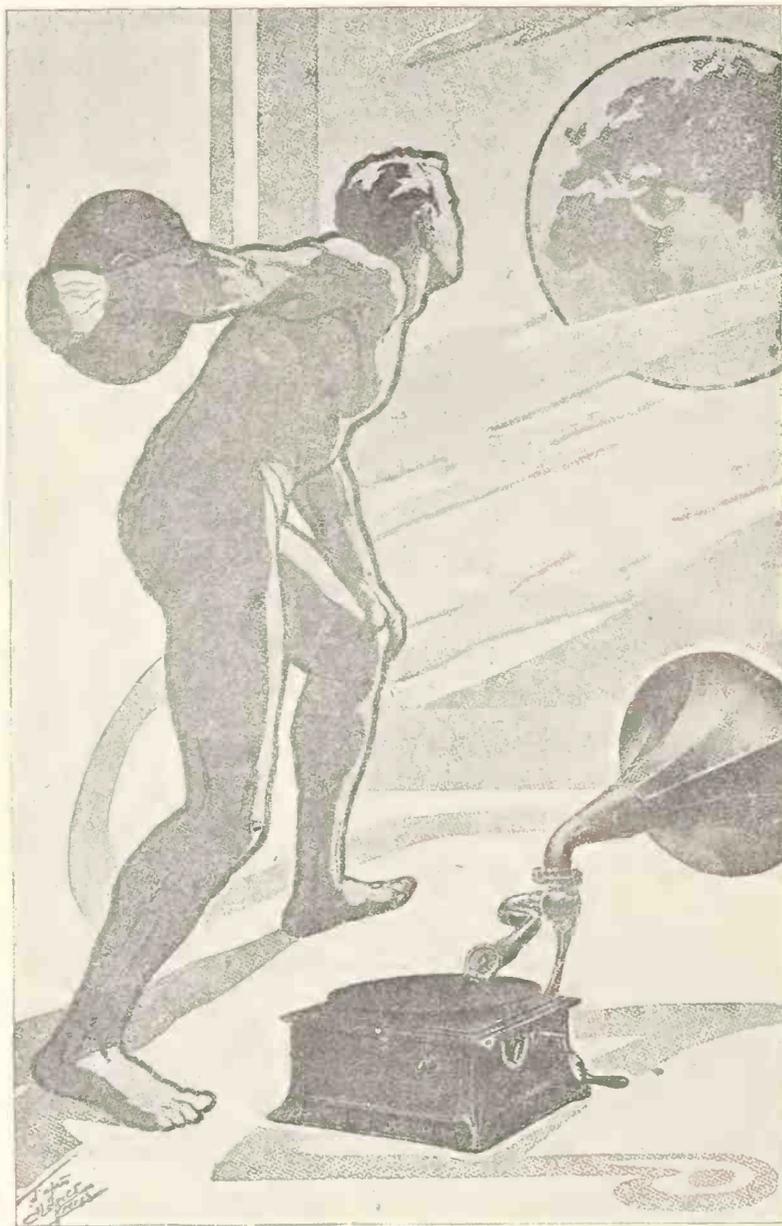
PARTICULARS FROM

THE NEW REX CO., 261 Liverpool Road, LONDON, ENGLAND

GEO. DYER, Sec.

PATHÉ FRÈRES—LONDON
PATHÉ FRÈRES—LONDON

PATHÉ'S DISC



ONCE YOU HAVE HEARD
PATHÉ'S DISC 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 SAPHIRE 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.)

PATHÉ FRÈRES—LONDON
PATHÉ FRÈRES—LONDON

FROM OUR LONDON HEADQUARTERS—(Continued).

ment which achieved a record in precisely the opposite direction. A graphophone of exceedingly minute dimensions, the smallest perfect talking machine ever constructed, was built by the Columbia Phonograph Co. to his order. The Columbia people had various dealings with the late Shah at different times, and the Columbia graphophones were among the most valued treasures of the romantic palace at Teheran.

Columbia Scheme Pleases.

The number of dealers taking advantage of the Columbia Co.'s scheme of supplying sample sets of new "Symphonic" records prior to announcement to the public, is growing month by month. The arrangement should certainly prove a very great convenience to up-to-date retailers, who are thus enabled to keep abreast of the times by acquainting themselves with the merits of new numbers and laying in a suitable stock ready for the orders following upon the announcement of the titles to the public.

The Seymour Indestructible Record.

Russell & Co. are working at high pressure just now in laying down the necessary plant at their factory for the manufacture of the Seymour indestructible cylinder record. Mr. Seymour expects to have things shipshape in a few weeks, but obviously no definite date can be given as to when the record will be issued.

Six New Records by Mme. Patti.

Lovers of Mme. Patti's beautiful voice will welcome the news that the Gramophone & Typewriter Co. have now issued six new records by the diva. The series comprises "Ah! non credea mirati," from "La Somnambula," in which opera, it will be remembered, Mme. Patti made her London debut; "Casta Diva" ("Norma"), the gipsy song from "Mignon"; Tosti's "La Serenata," "La Calesera" (a rich Spanish melody, given with unexampled verve and gusto), and "Kathleen Mavourneen," a rendering which will be a revelation to those who have not heard

Patti sing this beautiful Irish melody. The records are splendid specimens of voice reproduction, but surely more wonderful is the art of the famous singer, the "Serenata," for instance, being marked by an extraordinary freshness and beauty of tone.

Pathe Freres New Sales Salon.

Pathe Freres report a marked success attendant upon the opening of their new retail reception and sales saloon at 64 Regent street W. "The venture has shown good results right from the commencement," said Mr. Courant, "and when it is more widely known," he continued, "we anticipate that it will be the busiest talking machine center of the west."

Russell Hunting Co.'s New Building.

In the course of a chat with Mr. Manson, of the Russell Hunting Record Co., I was told that the company's new building in City Road will be ready for occupancy in March. It is proposed to house both companies, combining the production of the Sterling specials, Odeon, Fonotipia and Linguaphone records. As, however, this will necessitate more space than is available, additional rooms have been secured in the building adjoining, and thus the whole concern will be centralized in the district known as Phonoland. Dealers will find this arrangement, when completed, much more convenient than the present, which necessitates two journeys instead of one.

Big Output of Sterling Records.

The Russell Hunting Record Co. report that the month of January was a record month for them in respect to the output of Sterling specials—the record that's half an inch longer! What's in a catch phrase? Money! so say the Russell Hunting Co. Persistent advertising of the Sterling specials as "the record that's half an inch longer," has brought about instant recognition by the public whenever the name Sterling meets their eye—it's the longer record!

That's the point to drive home, and that's the point that helps to steady a wavering mind. When it's a question of which to purchase have the record that's half an inch longer! It's a popular and a sales making catch phrase, and it bears the stamp of truth!

Increased Repertoire of Beka Records.

The Beka Record Co., of Berlin, are constantly increasing their repertoire of selections from the leading artists of the world. They list records made in almost every country, and these lists have recently been added to by some new Spanish selections of considerable merit. Mr. Ruhl, the company's sole agent for Great Britain and colonies, reports a splendid season, both in the Beka records and Carl Lindstrom machines. The latter firm are constantly expanding their manufacturing facilities in order to cope with the universal call for their disc talking machine, and such is the evidence of quality! A new list of Beka records is shortly expected, which will contain the usual good variety of renditions by only artists, etc., of repute.

Supplemental List of Columbia Records.

The supplemental list of Columbia records for January includes also the titles announced in previous supplements. A further list for February is just out. Any one, therefore, possessing the original Columbia catalogues, together with the January and February supplements, will have the complete lists of Columbia records to date. If any dealer or user is without any of these a post card to the Columbia headquarters will remedy the deficiency.

Sabine With Columbia Co.

J. A. Sabine, late of the Neophone Co., has just joined the staff of the Columbia Phonograph Co., General.

G. L. Funnell Married.

G. L. Funnell, the manager of the London factory of the Columbia Phonograph Co., was married last month to Miss Grace Dorian, the

HAVE THE BEST, DEALERS!

STOCK "WHITE" RECORDS AND INCREASE YOUR SALES
AND AT THE SAME TIME SATISFY YOUR CUSTOMERS

REMEMBER THE FOUR CARDINAL POINTS OF THE "WHITE" RECORD ARE:
SOUND WELL, WEAR WELL, LOOK WELL, SELL WELL

Retail 1/- Price	"WHITE" RECORDS	Retail 1/- Price
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We Call Special Attention to the Great Improvement in November Records

COLONIAL DEALERS

SHOULD BEAR IN MIND THAT IN PURCHASING "WHITE" RECORDS THEY BENEFIT BY THE PREFERENTIAL TARIFF

Write us for Full Particulars and List of Factors

The General Phonograph Company

Limited

26 EUSTON BUILDINGS, EUSTON ROAD, LONDON, N. W., ENGLAND

FROM OUR LONDON HEADQUARTERS—(Continued.)

daughter of the European assistant general manager of the company.

Some Interesting Litigation.

A case of interest to talking machine men recently came before the Bristol bench. The prisoner was charged with attempting to obtain money by false pretences. It was alleged that he had inserted an advertisement for a "collector organizer." A witness testified that on his replying to the advertisement he received a letter purporting to come from the Columbia Phonograph Co., asking whether he was willing to make a cash deposit of £100 as security. Fortunately he showed the correspondence to the manager of the Cardiff branch of the Columbia Phonograph Co., with the result that the matter was put in the hands of the police. The case was committed for trial at the next assizes.

Empire Building Gramophone.

In the course of a series of tours which Colonel Hayes Sadler, the Governor of the East African Protectorate, has lately undertaken in the outlying provinces of that country, he took a gramophone with him, and used to give concerts to the natives after the formal part of the meeting was concluded. The gramophone always caused the wildest excitement among the natives, and they described the machine as the "great, big medicine." The Governor found that these gramophone concerts had a great effect in promoting a good understanding with these primitive people, and he concluded the proceedings on each occasion by explaining to the chiefs and headmen their position with regard to the British Government.

Sale of Gen. Booth Records.

The name and fame of General Booth are such as to ensure a most extensive sale to the excellent cylinder and disc Columbia records he has recently made, especially as the company are sparing no pains to announce to the remotest corner of the Kingdom that the living voice of the great Salvationist is thus available. A comprehensive advertising scheme has been arranged, and this, following on the preliminary announcements which have already appeared in the press, is sure to mean inquiries for the "General Booth Columbia Records" from every hand. A further incentive to the purchase of the records, if such were needed, is found in the arrangement that a proportion of the proceeds will go to the Salvation Army's fund for social reclamation.

Popularity of Imperial Disc Record.

The Imperial disc record is growing rapidly in

favor with those English dealers who have got into touch with Gilbert Kimpton & Co. In the absence of Mr. Glendining, who has been on a trip to the Leeds & Catlin Co. in New York, I had the pleasure of a short chat with Mr. Howard, whose enthusiasm soon converts one into a staunch supporter of the Imperial. But these records speak for themselves, and dealers all over the world will soon be offered an opportunity of personally testing the qualities of the Imperial disc.

The American Talking Machine Co.

The American Talking Machine Co., as well as other concerns, are doing their utmost to keep up with the times. The "times" in this case is the growing and unprecedented demand for disc records, which has occasioned the company in question to open a quite separate department for the stocking and handling of flat records. Mr. Nottingham asserted in conversation that his firm could in consequence fulfil all orders to the tune of every title listed, and dispatch in a few hours if necessity demanded. It was rather interesting to learn that in the experience of this firm, as probably with others, the Edison-American selections sold in much larger quantities than the British titles; in fact, three to one, said Mr. Nottingham.

Fonotopia Disc Record Publicity.

Sterling & Hunting Co. merit the gratitude of all their dealers by the enterprise lately in evidence of advertising the Fonotopia disc record, not only in the daily press but also in selected

society weeklies. The results to date have been distinctly encouraging, but when the company aver, as they have, that such publicity is in the nature of an experiment, we are inclined to believe that it's more in the nature of an investment from the point of view of influencing sales for their dealers and thus incidentally making splendid business for themselves, since the sale of a good record must mean many more sales as a result. Constant reiteration being the soul of publicity, we are able to foresee profitable results in a continuation of Fonotopia advertising. It is pleasing to see that other firms are getting into line, and there is plenty of room for it, too.

Takes Place of Military Band.

The efficiency of the Columbia "Premier" sound-magnifying graphophone as a substitute for a full military band has just been demonstrated in a very interesting way. At the musical exhibition in St. Petersburg, the directors arranged for the graphophone to replace the military band in the gallery of the hall for two hours each day. The unique value of this testimony to the Columbia graphophone is appreciated when it is remembered that the exhibition is controlled by musical experts and held in a city where military music has been cultivated to an unusual degree.

Offer on Operatic Records

Some time back a special operatic 12 shilling Fonotopia record was advertised in the London Daily Press, at a reduction of 75 per cent. The

ALBUMS FOR DISC RECORDS

WE INVITE American and Colonial Jobbers and Dealers to write us for full particulars of our excellently finished albums to hold twelve 10-inch records. Seventy-five cents will cover a sample, but send your trade card for best terms in this and other sizes and details of other cheap accessories.

A. LYON & CO., Manufacturers, Wholesale and Export. 75 City Road, London, Eng.
The Cheapest House in the Trade

The Russell Hunting Record Co., Limited

MANUFACTURERS OF THE
"STERLING" RECORD

ARE THE LARGEST MANUFACTURERS OF RECORDS IN GREAT BRITAIN. OUTPUT 125,000 WEEKLY

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

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

Electro-Mechanical Engineering Works

211 HACKNEY ROAD, LONDON

EXPERTS FOR RECORDING, DISCS & CYLINDERS
DUPLICATING and MOULDING

Try our London Popular Record

PHILIP NEALE,

PHONO. EXPERT,

5 Chalk Farm Rd. LONDON, N. W

Talking Machines of every description repaired. Special terms to the trade. City address and price list on receipt of postal. No job too small—no job too large.

Have You a London Representative?

If your goods are not represented in this market, they should be, as there is a good opening for smart American Talking Machine Accessories or Novelties. Communicate with Box 100, Talking Machine World, office, 69 Basinghall Street, London, England.

LATEST NOVELTIES

The "Cordock" Concert Reproducer for Puck and similar type machines. Acknowledged by experts to be the finest reproducer on the market for small Phonographs, 50 per cent. louder than any other reproducer of its kind. For volume, clearness and distinctness of tone, it stands alone unequalled. Factors should write for sample and wholesale prices, to

G. W. CORDOCK & CO.

High Street, Scunthrope, Lino's, England.



FROM OUR LONDON HEADQUARTERS—(Continued.)

idea was to introduce the product more widely to the talking machine public, and needless to say the fine specimen record offered was extensively applied for at the reduced figure, with the result that to-day the certain success of these records is attributable not a little to this enterprising move. Before these lines reach England the experiment will have been repeated. The red herring this time will again be a double-sided record, carrying on one side "Pagliacci" by the famous Italian tenor Giovanni Zenatello, and on the other side the miserere—Il Trovatore—by Talexis-Longobardi and chorus. Truly, this presents an opportunity that few will miss!

General Phonograph Co.'s Excellent Booklet.

The General Phonograph Co. have just issued a neat little booklet containing a full and complete list of every record put out since the inception of the company. It should prove of great use to all dealers. The "White" record is as much in demand as ever, but in spite of the up-to-date facilities of manufacture, supplies are yet a long way behind the orders. It is hoped to remedy this condition in the future.

Howell Bros.' Originality.

With their usual originant, Howell Bros. have started 1907 by issuing £1,000 insurance coupons against accidents to all their customers. They do not, of course, expect all their friends to be unfortunate enough to sustain injury, but in these times of fast speed transit, it carries a certain amount of satisfaction to have an insurance certificate in one's pocket. Are records being issued too rapidly by the manufacturers? Howell Bros say "Yes." The same title is issued by several manufacturers, and in some instances a dealer has to stock three or four makes. This cramps his buying, so that he cannot perhaps hold a good supply of other titles. Howell Bros. further urge a copyright on all records, ensuring one title, one make, and less confusion on the shelves. During 1907 this firm will concentrate all their energies on three makes of records, i. e., Zonophone, Sterling and Edison. "We shall specialize these lines," said Mr. Howell, "and shall thereby be in a position to supply better and quicker than formerly."

The Beka Meister Records.

The repertoire of the Beka Meister 12-inch double-sided records is chiefly of a classical nature. The leading artists of the Continent have been secured, and every effort has been made to ensure perfect records from all points of view.

Artists Secured by Sterling & Hunter.

Two new operatic artists—namely, Watkin Mills and Ivor Foster—have been secured by Sterling & Hunting, Ltd., and will record on the

famous Odeon double-sided disc, which will be sold at the exceptional price of 5 shillings.

Another departure by this company lies in the recent introduction of a new disc machine of a particularly pleasing type. Mr. Turner kindly demonstrated the capabilities of the new product to The World representative. The case is of handsome design, surmounted by the latest style in flower horns. The motor embodies many new, yet very simple, developments that stamp it "reliable." The tone arm is of a unique style in many ways, while the sound-box is claimed to produce the best possible reproduction from any record. A special feature is that there is absolutely no metal connection whatever between the tone arm fitment and the sound-box—a result produced by insulation. There are many ways in fitting the rubber washer, but in this case an ingenious arrangement produces the result indicated. This is a line dealers could handle with generous profit.

Mr. Glendining's Interesting Chat.

At an interview with Mr. W. H. Glendining, of the Imperial Record Co., recently our conversation veered round to a discussion as to the comparative sales of records in America and Great Britain, and the following is Mr. Glendining's expression of opinion why the American demand so far exceeds that of the United Kingdom:

"The estimated population of the United States of America is about 83,000,000 as against United Kingdom's 42,000,000. The American common-school system is acknowledged by modern experts to be the best of any system, either of to-day or any former period in human history, and thus at an early age an appreciation of the ethics of industrial economics is displayed with a freedom from corruption in commercial enterprise, although the eagerness for wealth outstrips almost every effort of restraint, as indicated by the most wealthy and prominent companies in the talking machine world having secret agreements to co-operate, not only for the exchange of benefits arising from each other's patents, but for stifling minor small opposing manufacturers by continuous litigation, etc.

"It is common knowledge that the United States of America produces more than one-third of the manufactured products of the civilized world, over 90 per cent. of which is required for domestic demand, the balance, although comparatively small, makes America the greatest export nation on earth. There is no doubt in my mind, however, that the people of the United Kingdom have a more appreciative and trained knowledge of music in general than those of America, and thus, owing to the mechanical reproduction of

sound not having hitherto been perfect, in spite of numerous testimonials of a number of the so-called world's leading artists, most of whom are financially interested by royalties; but now that the most eminent manufacturers are approaching that perfection, the British demand for records of the highest class will doubtless show a great increase, as at present the fringe only of the musically educated people of that country are beginning to recognize the merit and pleasure of having at will ideal reproductions of instrumental solos, orchestral, band and vocal selections. The ever-changing economic and modern methods of advertising schemes as adopted in the States is calculated, in my mind, to bring better results than the methods at present in vogue in this country."

A Columbia Novelty.

The latest novelty in window display to be introduced by the Columbia Phonograph Co. at their Oxford street premises takes the form of a "Columbia Grandfather's Clock," made of graphophone requisites. Many are the expressions of admiration on the part of passersby with regard to the ingenuity of the designer of this excellent advertising device.

Disc Record Albums.

As will be seen by reference to their advertisement in our columns, A. Lyon & Co. are specializing disc record albums and accessories at prices that allow of export to America and all countries. Dealers should get into touch with them for some good lines, including accessories for Edison and Victor machines.

Gen. Booth a Traveler.

Gen. Wm. Booth, the aged founder and head of the Salvation Army, who, by the way, has recently made a number of valuable records for the Columbia Phonograph Co., has mapped out travel tours for this year that might well tax the strength of a much younger man. This evening the General left here for Denmark, Norway, and Sweden, where for two weeks he will address two or three meetings a day. On Feb. 23 he will leave London on the "Minneapolis" for New York. He will spend two weeks in the American metropolis before proceeding by way of Canada to take the steamer "Minnesota" on April 1 for Japan. After traveling through Japan, Gen. Booth will go on to Peking. He will be back in London by July to commence another automobile campaign through the British Isles. At the end of that trip, in October, he will again cross the Atlantic for a two months' tour of the United States.

The Gerber Carlisle Co., of Mexico City, Mex., are making a specialty of the Edison goods.

CARL LINDSTRÖM, G. m. b. H.

BERLIN

LARGEST Continental Manufacturer of All Kinds of

TALKING MACHINES

Best Quality

Best Workmanship

Best Value

Agent for England and Colonies:

O. RÜHL, 6 and 7 Red Cross St.
London, E. C., England

To whom all inquiries should be addressed

100,000 RECORDS ALWAYS IN STOCK

JOBBER

EDISON

PHONOGRAPHS
RECORDS, ETC.

GENERAL SUPPLIES
FOR
CYLINDER MACHINES

Douglas Phonograph Company

MANUFACTURERS "PERFECTION" SUPPLIES, ETC.

RETAIL—WHOLESALE—EXPORT

Salesroom, 89 Chambers Street

Cable Address, Doughphone, N. Y.

New York

Largest Exclusive Talking Machine Jobbers in the World.

DISTRIBUTORS

VICTOR

TALKING MACHINES
RECORDS, ETC.

GENERAL SUPPLIES
FOR
DISC MACHINES

BARGAINS

We have some Cylinder and Disc Cabinets to offer at very interesting prices.

They are all new, fresh and up-to-date goods.

As we need the room, we offer these cabinets at reduced prices for the next ten days.

First Come, First Served

Remember we carry the largest stock of

Edison Phonographs and Records

in the United States.

If you want your orders filled completely and promptly, try us.

Perfection and Excelsior Needles for Disc Records.

We have been unable to fill orders for the past Thirty Days.

A consignment of 10,000,000 just received.

Order at once to avoid disappointment.

We will cheerfully furnish samples of our 10 different styles of needles.

TIMELY TALKS ON TIMELY TOPICS.

Whether the copyright bill now before both branches of Congress is enacted into law or not it is certain the opposition manifested by the talking machine contingent was of a strength and sincerity that commanded attention and exerted great influence. With Paul H. Cromelin and Philip Mauro, representing the Columbia Phonograph Co., General; Frank L. Dyer, personal counsel of Thomas A. Edison, for the National Phonograph Co.; Horace Pettit, for the Victor Talking Machine Co., no stronger phalanx of talent and ability was in evidence at the committee hearings, submitting what many believe were unanswerable oral arguments and carefully prepared briefs. This splendid work has since been followed up by constant watchfulness on every move made in and out of committee on their part; and it seems now as if the battle royal waged by them against any provision in the bill calculated to interfere with, if not cripple, the industry will be fought to a finish, and they will emerge with banners flying.

On another page is given a cogent resume of the progress of the proposed measure to "consolidate and revise the acts respecting copyrights" (S. 8,190, H. R. 25,133), and the respective Patents Committees of the Senate and House "recommend that it do pass." As may be noticed, there is a radical difference between the two bills presented, the House and the minority

of the Senate committee, the former unanimously favoring the contention of the talking machine advocates, with the majority of the Senate Committee entrenched on the other side of the fence. Though this Congress expires by constitutional limitation in less than three weeks, and much doubt is expressed as to the passage of the bill, still those in a position to know declare it will go through in some shape. The only serious hitch is between the attitude of the record, mechanical and automatic instrument manufacturers and the writers and publishers of music. Their combined opposition has so far prevailed against all the other various lines of business and intellectual and artistic endeavor interested. How long this condition of affairs will be allowed to continue no one pretends to say, as both sides are determined to stand by their guns unless a compromise is forced upon the music people, which is more than likely, according to the latest reports. In that event the bill will become the law of the land before March 4, and their inquiry will be who ate the canary?

Next to the development and improvement in records and machines is the extraordinary demand for artistically designed and beautifully finished cabinets. Scarcely a jobber of any importance but who carries some kind of a line in these goods, and manufacturers are responding to the call for yet finer examples and more ingeniously constructed articles of this kind promptly and with commendable intelligence. Houses famous for these specially elegant and comprehensive line of record cabinets, becoming weary of supplying ideas in connection therewith to the trade at large, are originating entirely new designs, which will be made the subject of patents and thereby relegating them to the realm of exclusive possessions. This is only fresh evidence of trade expansion, and is welcome. In this connection it may be well to note that a general caution has been distributed concerning the alleged infringement of a hornless cabinet patent, of which doubtless more will be heard in the near future.

An advance in prices for records may be looked for almost any time. One of the manufacturing companies has already made this announcement, covering a new line of goods, and at the same time intimates prices are likely to be withdrawn on the standard line. The cost of production has increased, not only for material, but the increasing charge for "talent" is also cutting sufficient figure to affect this item in no small way.

Mention of records recalls the small margin realized from the sale of the highest grade of solo operatic reproductions. An immense profit is generally supposed to be attached to these goods, especially as one foreign tenor of comparatively recent American introduction was reported as exacting two dollars and a half royalty—that is, the people controlling him—for each record. This piece of news evidently amused others interested in the exploiting of a famous

Italian tenor, whose name is known even where The last named is said to receive 50 cents royalty, while the manufacturing concern nets two and a half cents. Such a narrow margin is spoken of as absurd—if it were not for the enormous publicity given the line in this connection.

Have too many dealers and jobbers been created? In some parts of the country this question is answered—and most emphatically—in the affirmative. Elsewhere the advent of new jobbers especially is regarded in a most favorable light. It is admitted the manufacturers are in nowise affected, excepting an increase of business follows the appearance of every addition to the trade, be it in one or the other branch. A couple of wide-awake, progressive jobbers were recently discussing this very matter, and both favored the listing of new establishments as rapidly as possible. Maybe, as the speakers are eminently successful in their respective territories, they were inclined to regard accessions to the trade through roseate hued spectacles. However this may be, their strong point was, in brief, the more the merrier; that is to say, forty dealers in a town were much better for the advancement of trade than two. If the latter, it was argued, they would simply sit down and wait for business to come to them. This was detrimental all around, whereas the greater number would be compelled to hustle, and this meant progress and increased sales.

One of the first government institutions to use the phonograph as a means of giving instruction in languages was the Infantry and Cavalry School at Ft. Leavenworth, Kansas. In his annual report for 1905, covering a part of the period of 1904, Captain Peter E. Traub, Thirteenth Cavalry, the chief instructor in the department of languages, makes the following statement relating to the use of the phonograph and the results obtained:

"The scope of the practical work was planned with a view to giving to each student officer, first a correct pronunciation and, in addition, such conversational fluency and facility as could be imparted in the brief period allotted to the department. The phonograph and texts of the International Correspondence Schools, of Scranton, Pa., were made use of for the sole purpose of giving a correct pronunciation. Each student officer was required to make six records. The first record did not count, but each one of the others was given a value of 6 as practical work, making a total of 30 for the course, thus leaving 70 out of the assigned weight, to be given to the examination.

"The student officers did such efficient work with the phonograph that no one was declared deficient in it, the lowest of the 46 officers receiving 91.47 per cent.

"By thus making use of the phonograph, lectures, quizzes, recitations and conferences, rapid progress was made in attaining to a very fair speaking knowledge of the language in forty lessons as is shown by the examination."

The Harry Davis Amusement Co., Jersey City, N. J., have incorporated with a capital of \$750,000 for the purpose of operating phonographs.

SPECIAL TO THE TRADE!

FOR 30 DAYS ONLY—These 1907 Song Hits at 10c. per copy, or \$10.00 per hundred:

"Every One Is In Slumberland But You and Me"

"Twinkling Star"

"Sweethearts May Come and Sweethearts May Go"

"Where The Jessamine Is Blooming, Far Away"

Instrumental—Paula Valse Caprice

It will pay you to keep in touch with us. Write to-day!

THIEBES-STIERLIN MUSIC CO.
ST. LOUIS, MO.

Increase Your Income!

YOU CAN DO IT EASILY
WITH THE

YORK BAND INSTRUMENTS

These instruments are used by leading bands, and will form a special feature of attraction in any store. The name of York on a band instrument is a guarantee of the highest quality.

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

60 YEARS' EXPERIENCE
PATENTS
TRADE MARKS
DESIGNS
COPYRIGHTS & C.

Anyone sending a sketch and description may quickly ascertain our opinion free whether an invention is probably patentable. Communications strictly confidential. HANDBOOK on Patents sent free. Oldest agency for securing patents. Patents taken through Munn & Co. receive special notice, without charge, in the

Scientific American.

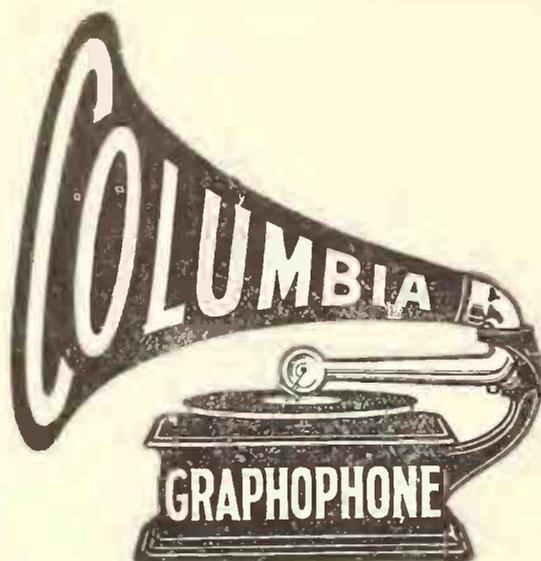
A handsomely illustrated weekly. Largest circulation of any scientific journal. Terms, \$3 a year; four months, \$1. Sold by all newsdealers.
MUNN & Co. 361 Broadway, New York
Branch Office, 625 F St., Washington, D. C.

To SOUTHWESTERN DEALERS

We carry the Largest Stock of EDISON MACHINES and RECORDS and General Talking Machine Supplies west of New York.

CONROY PIANO CO.

COR. 11th AND OLIVE STS., ST. LOUIS



You Won't Go To Sleep

waiting for business if once you wake up to the popular demand for Columbia Graphophones and Records.

Columbia goods are being featured to a much larger public and a more interested public than ever before.

Seventy per cent. of the total population of the United States is reached regularly and continuously by advertising of Columbia goods.

You can't get away from the results of that advertising. What are you doing to profit by it?

You can't profit by it at all unless you carry a line of

COLUMBIA GRAPHOPHONES and RECORDS

You can't profit *fully* by it unless you carry a *full line* of Columbia goods.

You can't keep up with the demand unless you keep up your supply of NEW Columbia Disc and Cylinder Records.

Are you doing this?

We sell the goods before you place them in stock by *creating the demand*.

The one price at which Columbia goods are sold insures a definite and unshrinkable value.

Columbia Disc and Cylinder Records are the best at any price.

The *wideawake* dealer will not miss the opportunity of business and profit offered by Columbia goods.

If you haven't carried these goods place your order.

If you are carrying them STOCK UP.

COLUMBIA PHONOGRAPH COMPANY, Gen'l

Tribune Building, New York

GRAND PRIX, PARIS, 1900

DOUBLE GRAND PRIZE, ST. LOUIS, 1904

GRAND PRIZE, MILAN, 1906

STORES IN ALL PRINCIPAL CITIES

DEALERS EVERYWHERE

TO EXPLORE PHILIPPINES

With a Landophone Outfit—To Secure Dialects of Fast Disappearing Tribes—Also Purchased a Victor and Many Records.

Last month an official of the United States Government stationed in the Philippine Islands visited Landay Bros., 400 Fifth avenue, New York, and after a practical demonstration in their studio purchased two Landophone outfits complete and 100 wax blanks, which will be used to secure and preserve the languages and dialects of the fast disappearing tribes in Uncle Sam's far distant possessions. Duplicates of these records will be deposited with the Smithsonian Institute, Washington, D. C., a collection recently enriched by a record of Kaiser Wilhelm's voice. The buyer in question at the same time ordered a Victor VI machine and a quantity of the latest popular, standard and operatic records for entertainment purposes while in the Orient and on the frontier of civilization. In connection with the use of the Landophone, the suggestion is made that if the blanks are slightly warmed or heated—on a radiator or in a stove oven—the cutting stylus will record the sound line more easily and distinctly, better and more satisfactory results following as a matter of course. This is the practice observed in the professional recording laboratories. Landay Bros., in speaking of their foreign business, said: "Such sales are not few by any manner of means, and for their consummation we are entirely indebted to The Talking Machine World, for we had no other way of reaching and cultivating the export trade. We never had better returns from any publication ever used for advertising purposes. The same is also true of our domestic sales. No words are too praiseworthy to express our appreciation of what we consider the best publication of its kind on the globe—bar none."

The Castle Talking Machine Co. have opened handsome quarters at 621 Madison Ave., New York.

CAILLE BROS. CO. IN NEW YORK.

The Well Known Manufacturers of Automatic Specialties Locate at 32 Union Square.

The Caille Bros. Co., whose amusement and trade stimulating machines are known the world over, have opened an Eastern office and export department at 32 Union Square, New York, where they will carry a full line of their specialties which include practically everything in automatic money-paying specialties. The office will be in charge of Arthur L. Bresler, who was the manager of their Detroit department. The opening of offices here is a move in the right direction, and insures a further expansion of their business.

EDISON'S SIXTIETH BIRTHDAY.

Inventor Announces That He Will Now Give Himself Over to Play—What This Signifies—Will Still Further Improve the Phonograph.

Thos. A. Edison, whose name will ever be honored the world over, celebrated the sixtieth anniversary of his birth on Monday last, February 11, with the announcement that he has retired as a commercial inventor and begun life as a scientist. He will in the future experiment with that subtle force which has made him—or which he has made, as the case may be—the greatest factor in modern life.

"I am through with work from a commercial standpoint," he said, "but of course that does not mean that I will cease to labor. I want to play with electricity—to see what I can learn about it and where different experiments will lead. I have been so busy all my life perfecting inventions for commercial use that I have had no time to do anything else, and there is so much that can be learned. Electricity is mysterious—perhaps in 500 years the world will begin to 'suspect' something definite about it.

"I want to better the phonograph, marvelous

as it now is, before I become totally deaf. I have not been able to hear well for many years, you know. I think I can make the phonograph much more perfect."

Mr. Edison was the guest of honor at a dinner given by the employes of the Edison Laboratory in the Kruger Auditorium, Newark, Monday night. The event was in honor of Mr. Edison's birthday, and covers were laid for thirty-five guests. The dinner was arranged by thirty-five of the executive staff, managers, department principals, superintendents, etc., of the Edison works in Orange, N. J., with President Gilmore as "guide, philosopher and friend."

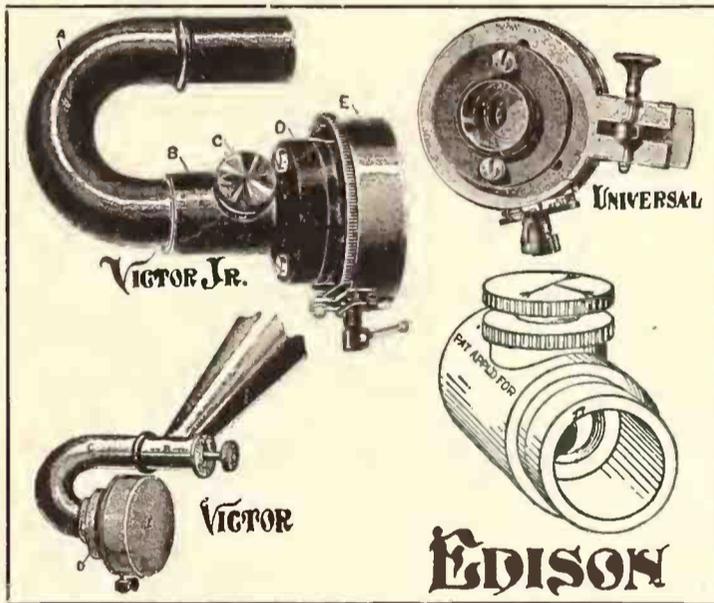
NATIONAL PHONOGRAPH CO. WARNING

Regarding Edison Goods and Premium Machines—How the Practice May be at Variance With Conditions of Sale.

The legal department of the National Phonograph Co. warns the Edison jobbers or dealers against the handling of so-called premium or scheme machines in violation of their contracts. If these goods are taken on for the purpose of reducing the established or agreed-upon selling figure of the Edison machines, then the company states the practice is contrary to the conditions of sale, and constitutes indirect price cutting. The caution says, among other essential matters stated in detail: "We understand it has been suggested that a violation of our conditions of sale would be avoided in the exchange of machines, if the premium machine be accepted in exchange for a large horn and crane and other supplies, and charge, or rather pretend to charge, the full list price for the Edison machine. This suggestion, however, does not avoid our conditions of sale."

Among recent concerns on the Pacific coast who have added talking machines are the A. E. Bates Music Co., Santa Barbara, who handle the Edison and Victor; the Central Drug Store, Pomeroy, Wash.; the W. R. Truax, Santa Monica, Cal., who are handling the Edison and Zonophone.

**WE REGULATE THE TONE
TONE REGULATORS FOR ALL TALKING MACHINES**



- THE "VICTOR" TONE REGULATOR, - - \$3.00
For all Victor Tapering Arm Machines
- THE "VICTOR, JR.," TONE REGULATOR, 1.00
For all Victor Talking Machines
- THE "UNIVERSAL" TONE REGULATOR, 1.00
For Victor, Columbia or Zonophone Talking Machines
- THE "EDISON" TONE REGULATOR, - - .75
For the Edison Machines

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

DISCOUNT TO DEALERS SAME AS ON VICTOR MACHINES

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

CINCINNATI THE RUDOLPH WURLITZER CO. CHICAGO



EDWARD LYMAN BILL, - Editor and Proprietor

J. B. SPILLANE, Managing Editor.

Trade Representatives: GEO. B. KELLER, F. H. THOMPSON,
W. N. TYLER, B. BRITAIN WILSON, A. J. NICKLIN.

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Chicago Office: E. P. VAN HARLINGEN, 195-197 Wabash
Ave.

TELEPHONES: Central, 414; Automatic, 8643.

Philadelphia Office: Minneapolis and St. Paul:
W. H. PRESCOTT. A. W. SHAW.

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London, England, Office:

69 Basinghall St., E. C. W. LIONEL STURDY, Manager.

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

SUBSCRIPTION (including postage), United States,
Mexico and Canada, One Dollar per year; all other coun-
tries, \$1.25. England and her colonies, five shillings.

ADVERTISEMENTS, \$2.00 per inch, single column, per
insertion. On quarterly or yearly contracts a special dis-
count is allowed. Advertising Pages, \$60.00; special posi-
tion, \$75.00.

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

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

Long Distance Telephone—Number 1745 Gramercy.
Cable Address: "Elbill," New York.

NEW YORK, FEBRUARY 15, 1907.

REPORTS from our correspondents located in various cities indicate a fair activity in trade circles during the past month; in fact, thus far the year has been better from the business viewpoint than in the same period of 1906, and there is no question that conditions will materially improve as the season advances. The enormous distribution of January dividends in the various corporations is variously estimated from \$100,000,000 to \$150,000,000, and all of this vast sum is percolating through the various channels of trade, and it is but natural that talking machine men should secure a fairly good slice.

THE demand for the higher grade of talking machines continues to be excellent; in fact, so steady and insistent is the call for talking machine outfits of the higher grade that manufacturers are unable to supply instruments of this class as promptly as desired. When they commenced to manufacture the higher priced machines, they did not figure that they would immediately meet with the ready call for such a costly product, therefore they did not make preparations to manufacture them on the same immense scale which has characterized their operations with the cheaper lines of talking machines. They are, however, now making ample preparations to take care of the trade, and the shortage in the higher grade instruments will be gradually overcome.

THE only way that interest can be maintained and increased in the talking machine business is through the efficacy of advertising. If the talking machine manufacturers were to drop out entirely from public gaze, remove their advertisements from the magazines and trade publications, a slowing up of trade would immediately follow, and dealers would wonder why people were not as anxious to purchase talking machine outfits as formerly. Ad-

vertising is a great lubricator of business, and the great machinery turns much more easily through its assistance. In the magazines of great circulation the talking machine men have been splendidly represented, and one concern has paid as high as \$5,000 for publicity in a single issue of a publication. All of these vast outlays assist the local trade in every section, and dealers should realize that manufacturers are ever alert in the promotion of the legitimate interests of the talking machine trade.

SOME dealers who have written us recently state that they have greatly profited by the advice given in former issues of The World, to keep their talking machine departments in an attractive manner. They find that by doing a fair amount of local advertising and getting up entertainments that they can augment the interest in the talking machine and naturally, as a direct result of these entertainments, make a good many sales. Talking machine establishments should be artistically equipped. A customer is frequently repelled when he walks into a poorly kept, unattractive establishment. Instead of warming up, and becoming enthusiastic over the performance of the talking machines he usually departs in a depressed state of mind. The more attractive the warerooms the better the business. We have noticed in our travels, which embrace every city of note in America, that the talking machine men are doing the best business locally who evidence the greatest enterprise in the conduct of their establishments.

MATERIALS of every kind, including all woods and metals which enter into the composition of talking machines, are steadily climbing up in price, and manufacturers are grappling with a problem which is a difficult one to solve, and that is, to hold to their present high standard of quality, and make a reasonable profit, without advancing their prices. They have been enabled to do this in a measure through the introduction of special labor saving machinery and perfect factory system; but up to a certain point, system works very favorably in decreasing the cost, but it cannot work wonders beyond certain fixed points. Manufacturers are compelled to pay frequent advances in the cost of raw materials, and as a matter of fact, selling expenses have materially increased, so that if the manufacturers of talking machines and supplies, advance their prices, they would only be acting in accordance with rules which are recognized as correct in all lines of trade. Manufacturers in almost every line have materially marked up prices. Thus far the talking machine dealers and jobbers have been getting the benefit of low prices.

EVERY month we receive subscriptions from men who have just embarked in the talking machine business. It is surprising how many young dealers there are entering this branch of trade. We do not believe, however, that there is danger of the business being overdone. The more intelligent, progressive business men there are in any industry the better it will be for it, because the combined energy of all must, of necessity, widen the avenues of distribution. Plenty of good, bright, active men in the talking machine industry will help it; there is no question about that, and then there are so many other lines which blend perfectly with the talking machine business.

TAKE, for instance, the smaller musical instruments and automatic machines. All of these can be handled by the talking machine merchants without additional expense. Then, too, there are any amount of novelties, particularly in the electric line, which are quick sellers and make good profits. All of this sort of thing is good merchandising, and it will make the talking machine stores headquarters for novelties of all kinds.

IT should be understood, too, that the talking machine itself is showing a marvelous development all the while. A perusal of the columns of a single issue of The World will show to what new and varied uses it is constantly being put; in fact, the talking machine has become a valued accessory to modern life, not alone as an entertainer, but in a business and educational sense as well. As time rolls on, other developments will occur, because this industry is destined to go forward on account of the association with it of live, energetic business men.

THE great talking machine enterprises of this country have not been built by chance. It was not luck which has developed this splendid manufacturing enterprise—luck is another name for hard work. Back of every one of these establishments has been plenty of gray matter and ambition to win. Because the talking machine industry has had up-to-date forces behind it, it has grown and developed far beyond boundary lines which were generally accepted as limitations years ago. There is no limit to the field of creative genius; as the business develops, force goes with it, and men move from one conquest to another until great accomplishments have been won in every line of commercial endeavor.

THE news columns of The World this month reveal some interesting facts concerning trade developments, and the courts are still busy straightening out some of the legal entanglements which seem inseparable from the talking machine business.

THERE have been recently many complaints regarding the damage done to disc records in shipment, and in nearly all cases it has been found that the injury was to records which were not enveloped—in fact, a number of jobbers are now enveloping disc records at their own expense. It was only recently that we saw some of the higher priced records seriously injured in handling, and all of this damage could have been avoided had the records been properly protected. The cry for enveloped records is now so loud and insistent that ere long it will be the fixed rule of every concern to use this plan.

ADVERTISERS and subscribers in all parts of the earth commend The World for its progressive policy. Some of our European advertisers have written us that they have received a surprisingly large number of orders from the publicity which they have received in our columns, and we are constantly receiving letters from subscribers in every town and city of this country stating that they could not keep house without The World. Here is a sample from C. E. Bennett, Le Mar, Ark., who says: "Your journal gets better with every issue, and I can't see how any talker man can get along without it. I am very sure that any one who desires to keep informed in regard to the marvelous improvements constantly being made in this trade cannot afford to be without it."

"TALKER" LITIGATION DISCUSSED.

Judge Lacombe's Recent Decision Interestingly Reviewed by Horace Pettit—The Basic Berliner Patent Said to Include Records as Well as Reproducing Apparatus.

Horace Pettit, counsel for the Victor Talking Machine Co., in discussing the decision handed down by Judge Lacombe, of the United States Circuit Court, for the Southern District of New York, on Jan. 5, 1907, and which was referred to in last month's World, says "it clearly interprets the meaning of claim 35 of the Berliner patent, No. 534,543, which was first sustained by the United States Circuit Court of Appeals, for the Second Circuit, in the suit of the Victor Co., et al., vs. The American Graphophone Co. The decision of Judge Lacombe, just handed down, was in the contempt proceedings brought by the Victor Talking Machine Co., et al., against the Leeds & Catlin Co., for violating the injunction against the Leeds & Catlin Co., of October 27, 1906, by selling disc talking machine records intended to be used with the Victor Talking Machine Co.'s reproducing apparatus in accordance with claim 35 of the Berliner patent, No. 534,543.

"The United States Circuit Court for the Second Circuit, on October 12, 1906, affirmed the decision of Judge Townsend, of the Circuit Court, granting preliminary injunction against the Leeds & Catlin Co. for infringing the Victor Co.'s Berliner patent, but notwithstanding the said injunction the Leeds & Catlin Co. continued selling disc records, intending them to be used on talking machines in the combination of claim 35.

"While the Victor Co. always contended that such a sale and use of disc records was a contributory infringement of their claims 5 and 35 of its Berliner patent, No. 534,543, the decision of Judge Lacombe confirms this contention. This decision imposes a fine on the Leeds & Catlin Co. of one thousand dollars (\$1,000); as the defendant intends to appeal, the fine and injunction, relative to these records, were stayed pending the appeal, provided the appeal be promptly

taken; the order of the court of January 11, 1907, also requires that the defendant file monthly statements, and enter a bond of ten thousand dollars (\$10,000).

Mr. Pettit said further, "that while it was expected by the Victor Co. that Judge Lacombe would so decide, it is a most important decision, in that it very clearly defines the scope of claim 35 of the Berliner patent, No. 534,543, which was first adjudicated and sustained by the United States Circuit Court of Appeals for the Second Circuit, in the suit of the Victor Talking Machine Co. against the American Graphophone Co., and later in the suits against the Leeds & Catlin and the Talkophone Co. He also stated that the meaning of claims 5 and 35 of this patent was very clear and explicit, and that the acts of the Leeds & Catlin Co. complained of, in selling disc records, was, as held by Judge Lacombe, contributory infringement." Mr. Pettit called attention to the portions of Judge Lacombe's decision, which said:

"Aside from any other questions arising upon this motion as to disobedience of injunction order, I am entirely satisfied from the proofs that defendants, not only in the instances set forth in complainant's moving papers, but in very many other instances, have manufactured and sold the records of claim 35 with the intent that they should be used in combination with the other elements of that claim in machines other than 'mechanical feed.' Indeed, it is difficult to escape the conviction that the larger part of defendant's sales were contrived by them to enable the owners of reproducers purchased from complainant or its licensees to produce such musical pieces as such owners might desire to hear, through the co-operation in combination with such reproducers of records made by defendant instead of records made by complainant."

Judge Lacombe also said:

"This seems to be a case of contributory infringement, an entirely voluntary and intentional one, not in any wise excused by the circumstance that complainant had theretofore sold reproducers combined with other records to such owners.—Am. Graph. Co. v. Leeds, 87 F. R. 873. Nor is the substitution of these new records, bought more frequently in order to increase the repertory of tunes than as substitutes for worn-out discs and wholly unlike the toilet paper in Morgan envelope case (which was destroyed by a single use) in any legitimate sense 'repairs'. (See Davis Electrical Works vs. El. Light Co., 60 F. R. 276.) Nor is the

advice of counsel a sufficient excuse, although there it has been honestly relied upon a heavy penalty will not usually be imposed, but only a sum sufficient to reimburse the moving party and act as a deterrent from future infringing actions. Defendant is found in contempt and fine imposed of \$1,000, one-half to United States, one-half to complainant. Collection will be suspended pending appeal."

Mr. Pettit stated further "that the recent decision of the United States Circuit Court of Appeals on the Berliner hard rubber record patent, No. 534,543, in no manner affected the scope of the decision on the basic Berliner patent, No. 534,543. The hard rubber record patent was of subsequent date, and, as held by the Court of Appeals, was strictly restricted to hard rubber. Mr. Berliner's earlier patent, No. 534,543, sufficiently broadly covered both records and reproducing apparatus. Mr. Pettit also called attention to the fact that the Jones patent, No. 688,739, was not granted until December 19, 1901, a very much later period, and merely related to an improved method of making records, the basic patent being the Berliner patent, and that the recent decision of the Court of Appeals on the Jones patent in no manner interferes with the business of the Victor Talking Machine Co."

NEW COLUMBIA QUARTERS.

Remove to the New York Tribune Building.

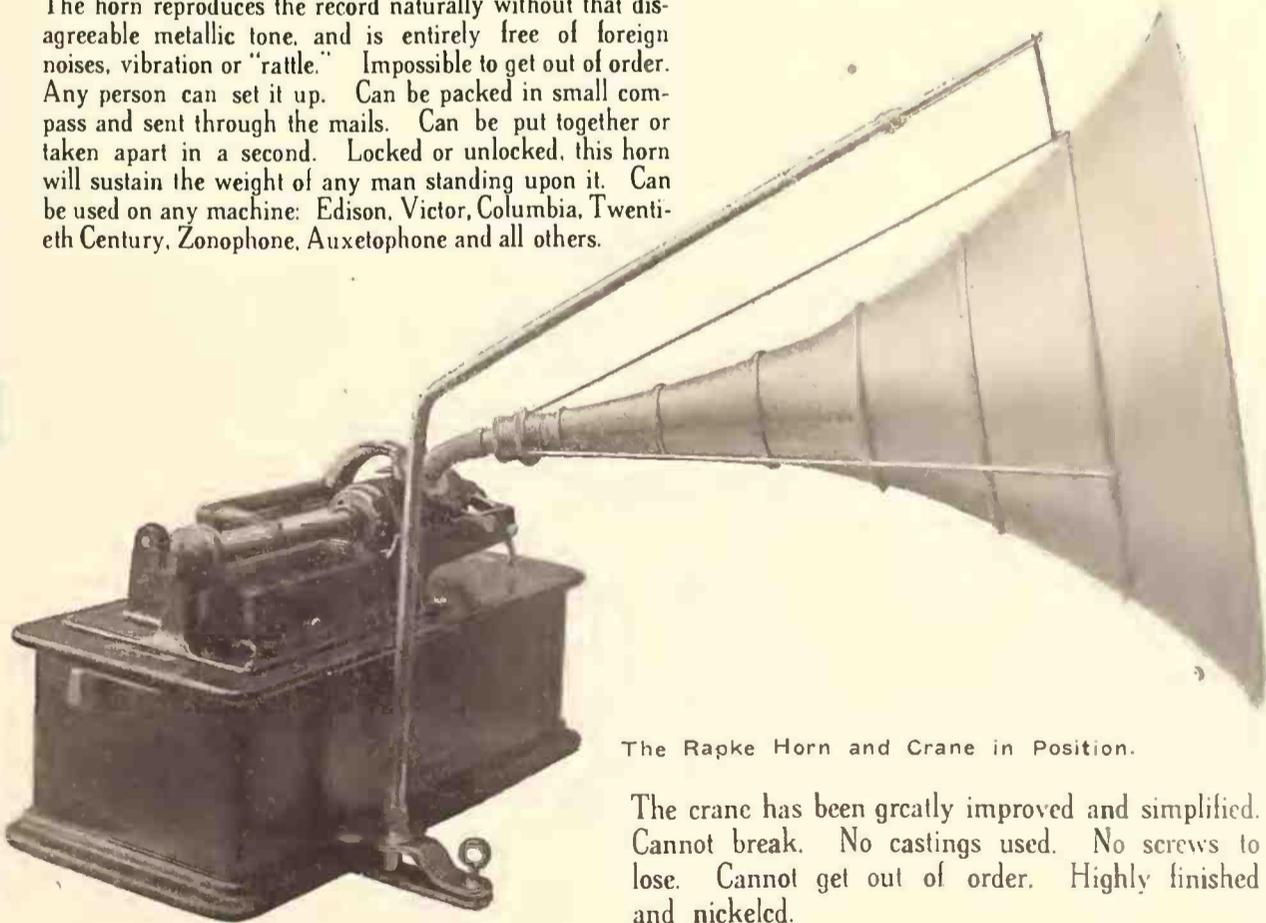
The new quarters of the Columbia Phonograph Co., general, on the fifteenth floor of the New York Tribune building, 154 Nassau street, New York, to which they removed February 1, are rapidly being arranged to suit the different departments. The entire headquarter's force are now comfortably located in these commodious quarters, representing the rapid and marvellous growth of this great company. When the interior decorations and furnishings are completed no company in the talking machine business will have such sumptuous offices for the entire executive staff. A special display of the company's products will be made here in connection with the wholesale department under the management of Walter L. Eckhardt.

RAPKE'S GREATEST INVENTIONS

The
New
Rapke
Horn
and
Horn
Crane

(Patents Pending)

The horn reproduces the record naturally without that disagreeable metallic tone, and is entirely free of foreign noises, vibration or "rattle." Impossible to get out of order. Any person can set it up. Can be packed in small compass and sent through the mails. Can be put together or taken apart in a second. Locked or unlocked, this horn will sustain the weight of any man standing upon it. Can be used on any machine: Edison, Victor, Columbia, Twentieth Century, Zonophone, Auxetophone and all others.



The Rapke Horn and Crane in Position.

The crane has been greatly improved and simplified. Cannot break. No castings used. No screws to lose. Cannot get out of order. Highly finished and nicked.

Rapke's
Specialties
are sold
only
through
Legitimate
Representative
JOBBERs
here and
abroad

VICTOR H. RAPKE CO., MANUFACTURERS, 255 E. 86th St. **New York City**

VICTOR CO. SUES DUPLEX CO.

Of Kalamazoo, Mich., for Infringement of the Berliner Patent.

(Special to The Talking Machine World.)

Grand Rapids, Mich., Feb. 11, 1907.

On the 5th inst. papers were filed in the United States Circuit Court, sitting here, by the Victor Talking Machine Co., Camden, N. J., against the Duplex Phonograph Co., Kalamazoo, Mich., charging them with an infringement of the Berliner patent. The Duplex Co. have been advertising a double-horn machine in the magazines direct to the public, and advising the consumer to buy direct from them and thus save "50 per cent. of the dealer's profit." This suit has been expected to be instituted for some time.

When F. D. Eager, secretary and general manager of the Duplex Phonograph Co., was asked for a statement of the case at issue, he said: "While we made talking machines, we manufacture no records, having contracts with the Victor Talking Machine Co., Columbia Phonograph Co., and International Record Co. for all records needed; in fact, for any of the supplies they make. The reproducer for our machine is made under patent No. 773,740, held and owned exclusively by us, and we do not in any way conflict with the other competitors in the field. I am a little surprised at the suit being brought."

TWO STORES CONTRASTED.

One Tells the Story of Success by Its Methods, Equipment and Plans of Doing Business While the Other Is Dying a Natural Death Through Sluggishness and Indifference.

An excellent illustration of progressiveness vs. sluggishness in retailing is afforded by two talking machine stores on a busy west side avenue in New York. One store has an attractively decorated window with an excellent assortment of machines displayed to advantage with appropriate and effective advertising matter. Inside the store, where sewing machines and patterns are also handled, the talking machine and record stock is placed in a prominent position near the door, where it is readily seen from the street, and where the sound of the record testing will attract the attention of passersby. Attractive signs are painted on the top and bottom of the window, a handsome gold and black sign is placed on the building, and a brilliant electric lighted sign of latest pattern is swung over the sidewalk,

where it is bound to be seen. Naturally the proprietor of the store is making money and has a steady and continually growing patronage. In the next block is the second store, much larger in size than the first, but different in almost every respect. A cheap looking oil-cloth sign is nailed over the window with the word "Phonographs" upon it. Two more signs of similar nature "adorn" each side of the window, in which several machines are placed at random. In the space not filled by the talkers is shown a quantity of school supplies, post cards and similar goods. The interior of the store is poorly lighted and the talking machine stock placed toward the rear of the store, and besides is not at all arranged attractively. The owner of this store is making only a living out of his business, and a good part of his trade is attracted to the locality by the advertising of his more progressive competitor.

It is a case like the one illustrated in the story of the two negro "hot corn" dealers. One darkey was a hustler. He marched up and down before his stand loudly crying his wares: "Hot co'u, hyars yo' fine hot co'n jes' from de field! Hyars yo' hot co'n." His lazier competitor on the opposite corner contented himself with exclaiming, during the intervals in the other's shouting: "Hyar too! Hyar too!" and taking what trade came his way.

There is nothing in waiting for business to come your way or in being satisfied with what your competitor leaves. Be on the band wagon with "bells on" so the cream of the trade will know you're in business. If there's any trailing to be done let the other man do it. If you can't make a business pay any more than living expenses and show a bank balance at the end of the year, close up and get a salaried job and save worry.

SALESMANSHIP MEANS PROFIT.

"What is salesmanship?" an expert asks, only to answer himself as follows: "The art of selling goods at a profit. If a man does not take into consideration the amount of profit he makes he is an order-taker and not a salesman."

There are times, however, when it takes a mighty good salesman to sell even at a loss. When a deadload of unsalable goods is becoming heavier on his hands each hour, he must get from under at any price.

MOISTURE IN STORE WINDOWS.

The talking machine dealer who has had considerable trouble with steaming show windows

declares that he has hit upon the following device, which he has made a success:

"I use a box about seventeen inches square, with a number of holes bored in the top, front and sides. The box is then filled with unslaked lime, the lid is nailed down and the box placed in the center of the window, where it absorbs all moisture, leaving the window quite dry. The holes in the box should be covered with perforated zinc, and the box should be neatly painted. A display of goods will entirely hide the box from view."

THE MOST CONVINCING METHOD

Of Demonstrating Machines and Records May be Studied from the Customers Standpoint.

How many talking machine salesmen, while demonstrating the merits of a machine or trying some of the latest records for a prospective customer, stop to consider if they are using the most convincing method? Why not place yourself in the customer's place occasionally, reverse positions, as it were, and study for yourself the virtues and faults of your style of salesmanship? For instance, we have seen salesmen receive a request to play some late records, and taking a dozen or so out of the rack would place them on the machine successively without any comment, taking advantage of the time they consumed while playing to leave the customer and flirt with a girl or swap the latest stories with a friend, returning only to stop the machine and put on a fresh record. When all the records were played the customer was requested to name the ones desired without the least display of salesmanship. The result was that possibly three or four out of the number played were purchased. If a salesman aims to be successful he must put some effort into his work, for where three records out of a dozen will sell themselves a clever man can easily increase the same sale to include ten or so. In the instance brought to our attention the customer was in a humor to buy, and if the salesman had suggested a number of other popular records, commented upon their good points and caused the interest of the customer to center upon the records alone, the sale would have been much larger and the attention received would have prompted future visits on the part of the customer.

Another frequent mistake made, even by well meaning salesmen, is in believing that loudness is necessary in testing records for a customer. The entire musical effect of a lullaby or ballad is spoiled if one is forced to listen to it issuing from a thirty-inch horn and through the medium of a reproducer sufficient to fill a hall with sound. This unnecessary loudness is especially annoying if the horn is pointed directly at the customer, while seated in a testing room of limited size.

A well-known New York jobber does better. He uses a home model machine and points the horn toward the ceiling, the listener getting the music "on the bounce," as it were.

The matter of talking machine selling would be improved a whole lot in many instances if the subject was occasionally studied from the standpoint of a purchaser instead of continually being viewed only from the vantage point of the salesman.

BUILT UP SUCCESSFUL BUSINESS.

Among those handling talking machines most successfully in Baltimore are E. F. Droop & Sons Co., who during the year and a half they have taken on talking machines have experienced a continuous growth of business. The company started with the Victor and Edison lines, being the only jobbers of the latter in the city. They at first had a small store, were soon compelled to secure more room in the same building, and now find it necessary to remove to an entirely new location to acquire sufficient room for their business.

A piano store has been opened in Thief River Falls, Minn., by Hans Angell.



For Edison and Columbia Machines
Ask Your Jobber

**THE IDEAL FASTENER CO., 143 Liberty Street
NEW YORK CITY**

JOBBER MEET IN CHICAGO.

The Convention of the Central States Talking Machine Jobbers' Association Held Monday and Tuesday Most Successful—Many New Members Added to the Roster and Important Business Transacted—Next Meeting to be Held in Chicago on June 17 and 18.

(Special by Wire to The Talking Machine World.)
Chicago, Ill., Feb. 12, 1907.

The Central States Talking Machine Jobbers' Association held the largest and most enthusiastic meeting in its history here yesterday and to-day, about thirty firms being represented. The principal object of the meeting here at this time was to interest the Chicago and Illinois jobbers. This was done. All of the Chicago jobbers were present yesterday. The matter of establishing uniform prices on talking machine accessories was taken up, and several committees appointed to formulate resolutions for the purpose of bettering sundry trade conditions not satisfactory at present. The consensus of opinion was that the social side of the conventions was of great benefit. President Ashton was in the chair, and Secretary Whitsit in his accustomed place. The following new members were admitted: Minnesota Phonograph Co., Minneapolis; James Zimmerman, Peoria, Ill.; Harger & Blish, Dubuque, Ia.; McGreal Bros., Milwaukee, Wis.; James I. Lyons, Rudolph Wurlitzer Co.; the Vim Co., and Lyon & Healy, all of Chicago.

This morning the committee ratified the resolutions presented by the committee appointed yesterday. One limits membership in the association to talking machine jobbers. The Whitney & Currier Co., Toledo, O., were admitted to membership, and the executive committee was increased from three to five by the addition of L. E. McGreal and H. H. Blish.

The next meeting will be in Chicago, June 17 and 18, two days ahead of the convention of the National Piano Dealers' Association. At thirteen minutes to one o'clock this morning thirteen jobbers offered a toast and sent a telegram to Thomas Alva Edison, at his home in Orange, N. J., on the occasion of his sixtieth birthday. C. Berger, representing the Devineau Biophone Co., Cleveland, O., exhibited a biophone attachment for cylinder machines. The meetings convened in the Auditorium Annex, where the dinner was also given.

EDISON EXHIBIT SUCCESSFUL.

Display at the New York Furniture Exchange Brings Many Prospects—Notice Issued Regarding Suits.

The exhibit of the National Phonograph Co. in the New York Furniture Exchange was closed on February 2. Mr. Barklow, the manager, in speaking of the venture, said: "The exhibit, in my estimation, has been very successful, and we have in the neighborhood of 200 prospects. The company are very well satisfied with the results."

The company have printed the following announcement: "Jobbers and dealers in the State of New York, against whom suits were brought by the New York Phonograph Co., have recently been served by registered mail with a notice wherein that company's attorney calls attention to a section of a code which gives him a lien

A \$5,000 JOB WANTED.

Can you afford five thousand a year to first class manager. In this case man can make good. Proof of ability can be furnished and the goods delivered. "T. M. Expert," care Talking Machine World, Western Branch, 195 Wabash Avenue, Chicago.

OPEN FOR ENGAGEMENT.

Talking Machine man now employed as assistant manager in charge of Sales Department. A good window dresser, a thorough accountant, is open for engagement as manager. Large business experience; A1 references. A. M. T., care Talking Machine World, 1 Madison Avenue, New York.

upon his clients cause of action. This does not effect or concern the jobbers and dealers, and no such notice was necessary to protect the attorney of that company, and we believe the real purpose of the notice is to create the impression that the New York Co. obtained a decision in its favor, which is not the case, in fact, the suits have not yet been brought to final hearing. The only hearing so far has been on the motion for preliminary injunction, which was denied." The matter was before the Supreme Court of Westchester County, N. Y., Judge Keogh presiding, on January 29, and S. Davega, jobber, New York, was called to the stand. The hearing was adjourned until February 16.

SUCCESSFUL EDISON JOBBER.

C. B. Haynes Controls Fine Trade at Richmond.

The many friends of C. B. Haynes will be gratified to learn of the pronounced success which has attended his efforts since he flung his business banners to the breeze in Richmond, Va. Mr. Haynes has a splendid knowledge of the requirements of the trade gained through his long years of travel for the Edison interests. He caters specially to the dealers and carries at 602 East Main street, Richmond, Va., a splendid jobbing stock of Edison phonographs, Mega horns, Rapke cranes, and talking machine supplies of all kinds, so that he can meet the demands of the southern trade promptly.

SOME LATE CHICAGO NOTES.

Babson Bros. Erecting New Building—Recent Visitors to Western Metropolis.

(Special to The Talking Machine World.)
Chicago, Ill., Feb. 12, 1907.

Babson Bros. have commenced a building of their own on West Nineteenth and Morgan streets to cost \$45,000, and which will be used entirely for their own business.

Edward D. Easton, president of the Columbia Phonograph Co., General, and Louis F. Geissler, general manager of the Victor Talking Machine Co., Camden, N. J., were recent visitors here.

IMPROVEMENT IN BUSINESS

Is Reported in All Branches of the Talking Machine Trade This Week.

During the past week business has improved greatly in the East, and West it has assumed still larger proportions. Jobbers and dealers are pushing trade in lively fashion, and by the opening of spring sales will have mounted up

materially; in fact, the spring business is expected to be heavy, and preparations to meet the demand for goods are being made on a suitable scale. The manufacturers are overwhelmed with orders and their plants are being run full up, and in some overtime is necessitated.

HORN TO HARMONIZE WITH CABINETS.

The Newark Tinware & Metal Works, located at 53-55 N. J. R. R. avenue, Newark, N. J., are winning prominence in the talking machine trade. This concern has at its head an accomplished mechanic, designer and originator, who has turned out a number of novelties. His latest contribution is a wood colored phonograph horn, which can be made to harmonize with cabinets of the various types of talking machines. The invention is referred to in their advertisement elsewhere.

NEWS FROM THE EMERALD ISLE.

Interesting Items That Will Command the Attention of the American Trade.

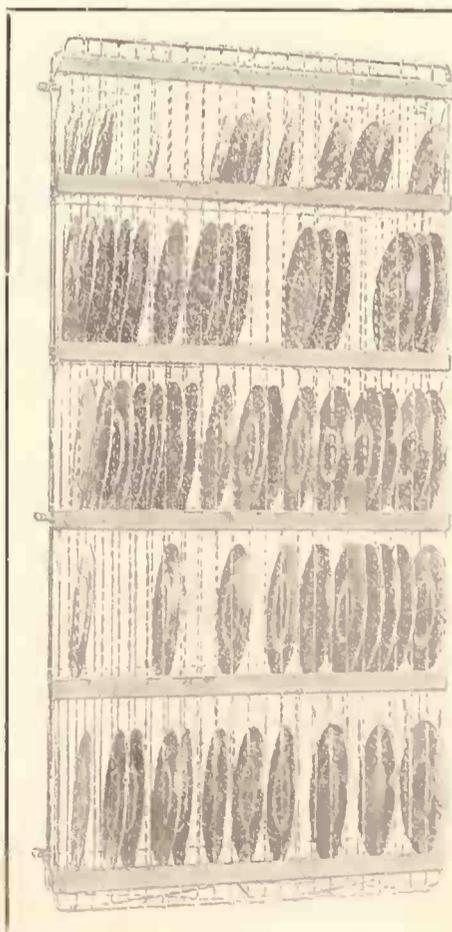
(Special to The Talking Machine World.)
Belfast, Ireland, Feb. 1, 1907.

The new "Model D" disc machine of Pathé Frères, London only reached Belfast a few days ago. It has many novel characteristics. An unwearable sapphire replaces the steel needle, thus the trouble of changing the needle for each record is abolished. The records are 11 inches in diameter. The sound-box travels from center to outside edge of the disc, therefore in an opposite direction to ordinary gramophones or zono-phones. The rendition of bands and instrumental selections is wonderfully good, and both machines and records will accordingly be good sellers.

The Columbia Co., London, are to be congratulated on having secured and placed on the market both a disc and cylinder record by General Booth (Salvation Army) who is such a prominent figure.

That well-known Belfast jobber, T. Edens Osborne, possesses a wonderful library of "home-made" records, including recitations and speeches of many public men of North of Ireland now deceased. The first two records of his collection are by his father, and were made when that gentleman was 91 years old. The steamship "Caronia," in December, and the "Etruria," during present month, fetched large consignments from New York of Edison machines for Mr. Osborne.

January has, as usual, been a dull month.



For DISC RECORDS

For carrying a large number of Disc Records in a wide variety of sizes, we urge you to get the

No. 2 = D

having a capacity of over one thousand discs in the following arrangement:

200	-	-	-	8-inch
600	-	-	-	10-inch
200	-	-	-	12-inch

Our New Catalog is ready.

Syracuse Wire Works
Syracuse, New York, U. S. A.

though the output of "talkers" has been equal to first month of 1906.

Zonophone records are still "booming"; gramophone products in good demand; Edison goods moving steadily, Columbias having a fair sale; the demand for Sterlings greater than ever; Pathés selling freely and Edison-Bells and Whites being bought with avidity.

During the present month the Belfast municipal elections took place, which gave T. Edens Osborne an excellent opportunity of manifesting his enterprise and originality—the results of the polling were not declared until late in the evening. He then equipped an Edison "Standard" for recording purposes, made an arrangement with an operator at central telephone station to 'phone election results of each ward (or division of the city) the moment such were declared. On receiving the figures he immediately recorded them on a blank cylinder and thundered them forth to a large gathering of citizens by means of the B. C. Sound-Magnifying Columbia graphophone, thus announcing names of the victorious candidates long before the evening papers could have them in type.

TRADE IS BOOMING IN WHEELING.

Excellent Reports from West Virginia—Increased Demand for High Grade Instruments—Messrs. Henry and Tyler Recent Visitors—Other News of Interest.

(Special to the Talking Machine World.)

Wheeling, W. Va., Feb. 12, 1907.

Local business is booming. Both of the piano houses, C. A. House and the F. W. Baumer Co., report exceptional business on high-grade machines. The former house is now making an aggressive campaign for cylinder business. Mr. Philips, who is in charge of same, states that lots of new business is coming his way.

The Columbia Phonograph Co.'s store, in charge of Ed. Shawtel, are conducting an active soliciting campaign, using their disc product as the leader.

Bard Bros. have a new proposition on to secure business. It is being worked through the grocery stores throughout the city and surrounding towns. They state that so far the results are very gratifying, and expect it to be a business getter for mouths to come.

W. E. Henry, the active head of the Powers & Henry Co., of Pittsburg, spent several days of this week here. His visit to the trade was appreciated, for he is without question one of the very best informed and most enthusiastic talking machine men in the country.

R. W. Tyler, formerly of this city, now engaged in the sale of talkers in Parkersburg, was a recent visitor. He is much pleased over the business done during the five months he has been in business for himself.

Mrs. E. P. Nelson, who has been connected with Bard Bros. since that firm bought the Hoehl & Gieseler Piano Co. store, has resigned her position, and will return to her old home in Maine.

SOME DENHAM "POINTERS."

Say Their Goods Will Not Supersede or Conflict With Regular Line.

In their recent booklet, "To Phonograph Dealers," issued by the Edwin A. Denham Co., im-

FOR SALE

50 PREMIUM DISC MACHINES.

WE GUARANTEE THEM TO BE ABSOLUTELY NEW and the best premium machine on the market. New Model, with powerful clock spring motor, 10 in. turn table, Concert Sound Box, Large Solid Oak Cabinet, 23 in. Black and Brass Horn, with supporting arm. These are not Talkophones and no offer accepted for less than the 50. Address, The Outlet Mfg. Co., Providence, R. I.

porters and manufacturers of talking machine novelties, 31 Barclay street, New York, they furnish "some new suggestions for doubling your cash sales without violating any of the clauses of your price maintenance contracts." They are convincing and right to the point for wide-awake handlers of these "scheme goods," and as they say, "they are nowise intended to supersede or supplant or conflict with the regular line, but to be regarded as a special line in its own field." The concluding chapter of the interesting booklet is "a note of warning, submitted with apologies, but made necessary by the fact that a number of dealers have used our machines as a medium for 'price cutting.'"

Among other things the firm say:

"Your price maintenance contracts all contain a clause to the general effect that neither more nor less than the regular list price of any phonograph may be allowed for it in exchange for any other machine. The list price of the Lyra is \$4. Four dollars, but no more than four dollars, may be allowed for a Lyra in exchange for another machine. And (provided the Lyra is in good condition at the time the exchange is made) no less than four dollars may be allowed for it.

"The mere fact that the Lyra is worth more than \$4, and that it can be sold at considerably more than that at retail, cannot be accepted as an excuse for allowing more for it than its established list price. Furthermore, dealers who persist (as several have done) in advertising that 'the Lyra is a \$7.50 machine,' or 'a \$10 machine' and that 'it cannot be obtained anywhere for less' (thus giving the impression that that is its established list price), violate indirectly both our regulations and those of the manufacturers of the larger machines."

SOME WORLDGRAPHS.

Fred C. MacLean, general manager of the telegraph department of the Sterling Debuture Co., New York, who is traveling the Southwest in the interest of this wonderful instrument, was in El Paso, Texas, last week. He is not to return North before the first of March.

Last Friday, February 8, Charles V. Henkel, president and general manager of the Douglas Phonograph Co., New York, with his daughter, started on a Western trip, combining business with pleasure. On his way out he stopped off at Buffalo, N. Y., ran up to see the magnificent ice bridge at Niagara Falls, thence to Chicago, where he attended the meeting of the Central States Talking Machine Jobbers' Association, of which he is a member. Returning he visited Cincinnati and Pittsburg.

Recently B. Feinberg, of the Western Talking Machine & Supply Co., Chicago, "blew into" New York and the Eastern cities aboard his billy goat "after orders." He was accorded a warm reception, as Mr. F. is popular everywhere.

The Edison commercial phonograph has recently had its dictating and transcribing appliances radically improved. The new machines, brought up to date, are now on the market.

The Searchlight Horn Co., of Brooklyn, N. Y., report a continued expansion of their business. Their trade for January was larger than December, although it was a phenomenal month with them. They are now working on a novelty—a knockdown searchlight horn, made of aluminum. These, which are being made to order for customers, present a most attractive appearance, being in dull or satin finish.

The Bonci records are now being made at the recording laboratory of the Columbia Phonograph Co., General, New York, by Victor H. Emerson. Alessandro Bonci has his "dates" the same as the other "talent." The results achieved are very satisfactory.

The Petmecky Co., of Kansas City, Mo., are having a wonderful demand for the self-sharpening multitone needle from all parts of the United States as well as foreign countries.

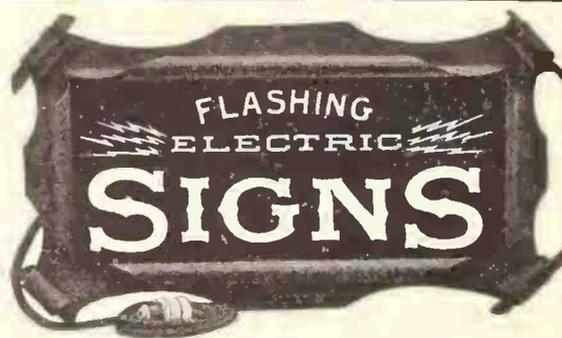
His many friends will be pained to hear that Len Spencer, of Spencer's Lyceum, New York, and well-known singing and speaking artist among the "talent," is in danger of losing the sight in his right eye. He is now under treatment, and every effort is being made to counteract the trouble.

John P. Kelsey, formerly manager of A. D. Matthews' Sons Co.'s talking machine department, is now with the Douglas Phonograph Co., New York, covering Brooklyn and the Long Island territory, under the special tutelage of the respected John Kaiser.

At the recent annual meeting of the Columbia Phonograph Co., General, the old staff of officers was re-elected, as follows: Edward D. Easton, president; Andrew Devine, Paul H. Cromelin, Edward N. Burns, vice-presidents; George W. Lyle, general manager; G. Marconi, consulting physicist.

The Schmelzer & Sons Arms Co. had a very handsome exhibition of talking machines and supplies at the recent Implement Men's Convention held in Convention Hall, Kansas City, Mo.

James K. O'Dea, talking machine dealer, of Paterson, N. J., is erecting a handsome new building at 115 Ellison street, that city, to meet demands of his expanding business.



Attract Attention 24 Hours A Day

Artistic-Reliable-Inexpensive

THEY LITERALLY BURN YOUR AD. INTO THE MINDS OF THE PEOPLE

This artistic sign is made of Venetian Bent Iron with glass panel. The lettering is outlined with burnished gold and the display line studded with jewels, making a very attractive, high grade

DAY SIGN

Inside the sign are three electric lights of different colors (red white and green). These are switched on and off, automatically, by our patented thermo-flasher, producing an intermittent iridescent effect which is bound to catch the eye.

A Sure Trade Puller at Night

The glass panel is removable, and one with different lettering may be inserted as often as desired. The cost of running is about one cent an hour.

The Most Inexpensive Automatic Flasher on the Market

The illustration shows a single face inside sign 16x28 inches, outside measurement with six (6) feet of flexible wire cord and attachment plug ready to attach to any incandescent lamp socket, (lettering as ordered). Price complete \$9.75 f. o. b. New Haven. We also make a small double face sign 18x30 inches for outside use, substantially the same as sign described, with square ornamental iron frame, all ready to connect. Price complete, \$15.00. Extra glass panels for either sign (any wording), \$2.00 each. OUR FLASHERS ARE FULLY GUARANTEED AND MAY BE RETURNED IF NOT ENTIRELY SATISFACTORY. We are prepared to furnish designs for all kinds and sizes of electric signs for both inside and outside use, free of charge. Special prices for signs in quantities. Correspondence solicited. Write for our illustrated booklet No. 6, "POWER TO ATTRACT." AGENTS WANTED. Address

THE THERMO-ELECTRIC LIGHTING CO.

Sign Dept. F.

106 PARK STREET, NEW HAVEN, CONN.

IAN COLQUHOUN IN NEW YORK.

The Celebrated Baritone Making Records for Leeds & Catlin Co.—Accompanied Here from London by W. H. Glendening.

Among the passengers who arrived by the steamship "Teutonic" from Liverpool the closing week of January was Ian Colquhoun, the famous baritone, who has long been a favorite at the Alhambra in London. He comes to the United States chiefly for the purpose of making twenty-five special records for the Leeds & Catlin Co.,



but it is expected, of course, that he will be also heard in some of the leading theatres. Mr. Colquhoun's voice is one of unusual range and quality and has come in for no small share of Royal recognition. He has sung with the Carl Rosa Opera Co. as well as other leading companies. It is said that during his present visit he will give a concert of old Irish songs. Mr. Colquhoun, who, by the way, was termed an Irishman by some of our daily contemporaries, was really born in Liverpool, where so many good Scotchmen and Irishmen come from, and in addition to his ability as a singer he is said to be successful as an inventor. The Colquhoun records are very popular in London.

In the course of a chat in The World sanctum Mr. Colquhoun spoke most optimistically about the future of the talking machine as an educator and stimulator of musical taste. It is not too much to say that his popularity in London will be duplicated in New York should he decide to make a longer stay than he intended.

W. H. Glendening, of Gilbert Kimpton & Co., who handle the Imperial records in London, accompanied Mr. Colquhoun on his present trip. He is quite enthusiastic about the Imperial record and its future in London, and it is not improbable that during his present visit he will make arrangements whereby the sales of these records will be materially increased throughout Great Britain. Mr. Glendening has been in New York several times before, and is quite popular among those who have the privilege of enjoying his friendship.

OLD TIME TALKING MACHINE SUIT.

Officers of the Defunct National Gramophone Co. Sued by Stockholders—Verdict Rendered in Favor of the Defendants.

After a long period of litigation the suit brought against the defunct National Gramo-

phone Corporation and some of its officers by a number of the stockholders had its final hearing in the trial term, Part X, of the Supreme Court, New York City, Thursday, Jan. 17, before Justice C. L. Guy. The case was given to the jury, which was locked up for the night, and who brought in a sealed verdict the next morning in favor of the defendants. The stockholders who brought the suit declared that they were induced to take stock in the corporation by Frank Seaman, who was the treasurer, and Frank J. Dunham, at one time vice-president and treasurer of the Universal Talking Machine Manufacturing Co., and others. They assert that they were deceived and brought suit to recover the amounts they subscribed at various times.

THE UTICA CRANE CO. ENJOINED.

(Special to The Talking Machine World.)
Utica, N. Y., Feb. 6, 1907.

Suit has been instituted in United States Court by the Hawthorne & Sheble Mfg. Co., of Philadelphia, against the Utica Crane Co., dealers in talking machines in Columbia street. The court is asked to grant an injunction against the Utica firm because of the use of an improvement in a crane for supporting horns in phonograph and talking machines. It is claimed by the complainant that the mechanism used is an infringement upon patents which it controls. A temporary injunction has been granted and the complainants also ask for an accounting of damages which they have sustained.

NATIONAL PHONOGRAPH CO.'S DINNER.

The complimentary dinner tendered by the executive staff of the National Phonograph Co., January 17, during the automobile show, at Martin's, New York, the guests included the following Edison jobbers: E. F. Taft, Eastern Talking Machine Co., Boston; C. J. Andrews and Mr. Corey, Boston Cycle & Sundry Co., Boston; T. H. Towell, Eclipse Musical Co., Cleveland, O.; C. B. Haynes, Richmond, Va.; W. D. Andrews, Syracuse, N. Y.; Louis Buehn, Louis Buehn & Bro., Philadelphia, Pa.; W. E. Henry, Powers & Henry Co., Pittsburg, Pa.; Louis J. Gerson, Musical Echo Co., Philadelphia, Pa.; H. E. Ellen-

berger, Pardee-Ellenberger Co., New Haven, Conn.; N. D. Griffin and C. Becker, American Phonograph Co., Gloversville, N. Y.; W. N. Davis, Forsyth & Davis, Kingston, N. Y. The company were represented by C. H. Wilson, manager of sales; A. Westee, secretary; Fred K. Dolbeer, manager credit department; L. C. McClesney, advertising manager; Wm. Pelzer and Jno. E. Helms, of the legal department; A. C. Ireton, B. R. Barklow, J. W. Scott, W. H. Hug, J. F. Stanton, of the sales department. Wm. E. Gilmore, president, who was expected to spend the evening with the "boys," was unavoidably absent. A "large time" was enjoyed all around, and "Scotty" accomplished the stunt of the night.

A. P. PETIT AGAIN IN HARNESS.

Perhaps it is needless to give the trade a formal introduction to A. P. Petit, who desires to assure

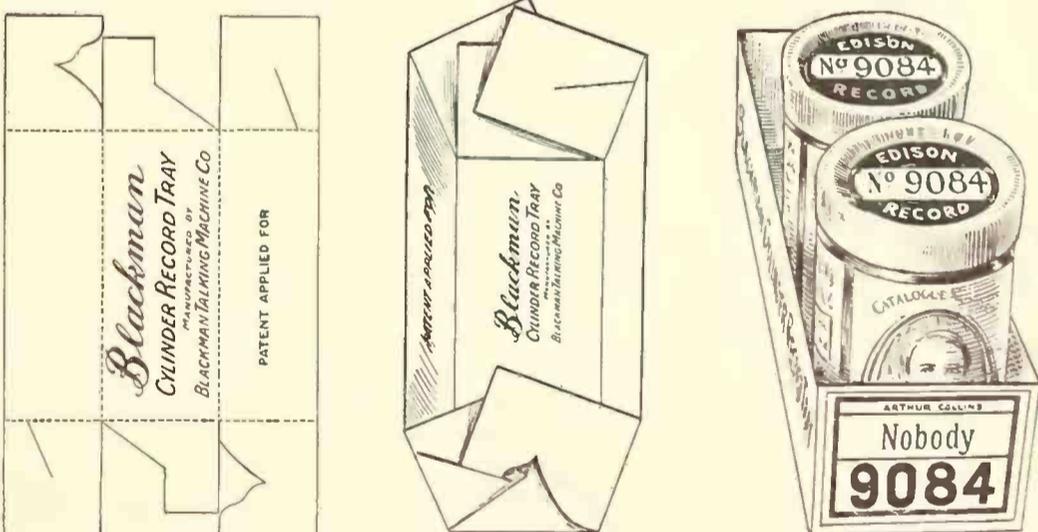


A. P. PETIT.

his friends in the talking machine line that he is still alive, actively engaged in the business, although having been very sick, but now fully recovered. "A. P." has not gone to Europe, or any other place, but is right "on the job"; and all his friends will receive a cordial welcome, if they care to honor him with a call, in his new managerial occupation with Landay Bros., 490 Fifth avenue, New York.

THE BLACKMAN CYLINDER RECORD TRAY

PATENT APPLIED FOR
A RECORD TRAY WITH RECORD LABEL FOR LESS THAN ONE CENT



We ship them FLAT and they can be FOLDED into a STRONG TRAY in a few seconds, as shown above. This tray, with the RAPKE Record LABEL, makes a HANDSOME looking stock and a SYSTEM that you can't beat. Full particulars on request.

PRICES FOR TRAYS TO HOLD RAPKE LABELS WITH EDISON NUMBERS AND NAMES		
2 RECORDS	-	\$5.50 per 1,000
3 "	-	6.50 " 1,000
4 "	-	7.50 " 1,000
5 "	-	8.50 " 1,000
6 "	-	9.50 " 1,000

Smaller quantities, same rate.
PRICES SUBJECT TO CHANGE WITHOUT NOTICE

Domestic Selections No. 2 to No. 9433	-	\$3.50
which includes Dec 1006	-	-
Per month thereafter	-	10

FREE SAMPLE of tray and labels to any Edison dealer or jobber who writes on his business letter head.
SPECIAL DISCOUNT TO JOBBERS

BLACKMAN TALKING MACHINE CO.
(J. NEWCOMB BLACKMAN, Proprietor)
97 CHAMBERS STREET NEW YORK

MACHINES
IMPROVED
PRICES
REDUCED



To JOBBERS

Your interests, your dealers' interests, our interests and the interests of the other manufacturers, are all identical.

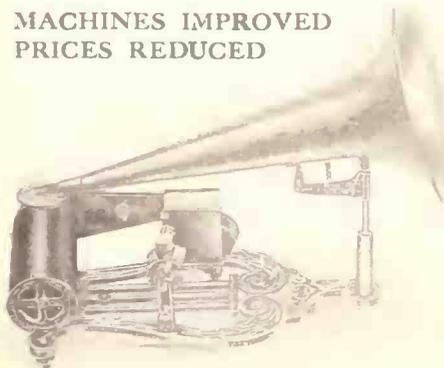
"300 per cent. increase in purchases of records and machines" is the report recently made to us by one well-known jobber, referring to a West Virginia customer who is now working one of our schemes for the third time.

"\$1,500 increase during the first month" is another report from one of the best-known jobbers in New York City, referring to a small dealer in a town near New York.

Results such as these, which are duplicated all over the country, seem to us to be a pretty good thing for everybody concerned.

Isn't it worth your while to interest your customers in our selling schemes before your competitor obtains exclusive privileges for his customers?

MACHINES IMPROVED
PRICES REDUCED



To PHONOGRAPH DEALERS:

SOME NEW SUGGESTIONS
FOR

Doubling Your Cash Sales

Without Violating Any of the Clauses of Your
PRICE-MAINTENANCE CONTRACTS
is the title of a New Booklet Just Issued by

The Edwin A. Denham Co.

31 Barclay Street, New York

IT contains particulars of some novel selling and advertising schemes invented and operated by some of the best-known Edison and Columbia dealers and jobbers in the country, in connection with the LYRA PHONOGRAPH.

No schemes are included except those which have been thoroughly tried out and have proved to be unqualified successes.

It includes an outline of our well-known Newspaper Circulation Scheme, along with others which possess the great advantage of not costing *any* money to speak of, even at the start.

Let us show you how you can procure, for yourself **exclusively**, a very large number of **new customers** for records and for larger machines.

Let us show you how you can at the **very beginning get back the cost of the Phonographs**, and how you can get rid of all your old records and old machines in a few days and clear your shelves for new, up-to-date stock. *And how you continue for months afterward to reap the benefit of having worked one of our selling schemes.*

We require you to sign no price maintenance contract, nor do we expect you to buy your records or your larger machines from us. There are no strings attached to our machines or our selling schemes, with the single exception that we require that **no more than the established list price of the Lyra (\$4) shall be allowed for it** when you accept it in exchange for a more expensive machine. This rule has been adopted to avoid any chance of our schemes conflicting in any way with the rules and regulations of the other manufacturers.

EXCLUSIVE PRIVILEGES GRANTED

Think of the advantages to a phonograph dealer of having the monopoly of an attractive "leader"—a popular article which his competitor cannot offer, and which is not handled by the local department stores.

OUR SELLING SCHEMES

will double your business in a fortnight. To double your business by *any other* means would cost you hundreds or thousands in advertising and many months of hard work.

WHY NOT WRITE US TO-DAY?

MACHINES IMPROVED
PRICES REDUCED



We Admit

that it takes about as much time and trouble to sell a \$10 phonograph as a \$30 one.

But, it requires comparatively no time or trouble at all to put out several hundred, or even several thousand, **Lyra** Phonographs, if you work one of our novel selling schemes.

Our Phonographs are not competitors of the standard makes.

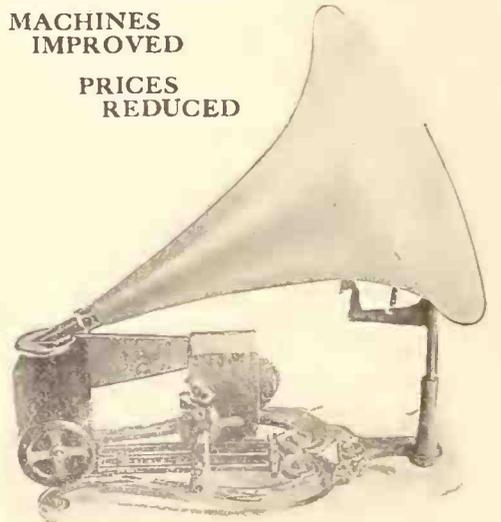
*On the contrary, the chief mission of our machines is to create **new customers** for you—to make phonograph users of people who otherwise would not buy phonographs or records at all.*

And every one of these Lyra owners will be under contract to buy records from **you** exclusively, and most of them will eventually trade in their Lyra in exchange for a larger machine.

Have you seen our new 1907 machines?

And our revised schedule of prices?

MACHINES
IMPROVED
PRICES
REDUCED



TRADE NOTES FROM INDIANAPOLIS.

Trade Most Satisfactory—Three Things That Have Benefited the Business—A Chat With C. F. Craig—Demand for Searchlight Horns—Edison Machines Installed by Mr. Wagner—Frank Lesley's Good Report—Other Items of General Interest.

(Special to The Talking Machine World.)
Indianapolis, Ind., Feb. 10, 1907.

Dealers are not trying to explain just why it is, but the fact remains that last month was one of the best in the talking machine history of Indianapolis. It is estimated that the sales of talking machines last month went at least 30 per cent. ahead of those of the first month of last year—that is, in the retail line; jobbers report even more glowing results than that. Just what has caused this increase in trade, the dealers are unable to explain—however, they have some reasons to offer and call attention to some conditions which they believe have been conducive to business.

"There are three things which I think have benefited the trade," said Charles F. Craig, of the Indiana Phonograph Co., which handles the Edison machine. "Those three things are: (1) prosperity, (2) better machines, and (3) a full stock of machines and supplies. "There isn't any use to say that the weather and the general abundance of money have done it all, for they have not. Talking machines are being improved all the time and they are becoming more popular.

"Of course, a full stock and ability to fill orders promptly have had something to do with it. I have filled every order promptly this year. Last year I lost trade because I was unable to do so. I looked ahead this year and laid in a sufficient stock to keep my customers supplied. I have now on hand 65,000 records and have ordered more and will continue to do so. I want all the records I can get. Last year at the first of the year I ordered 25 Standard machines, 15 Homes and 5 Gems. At the first of this year I ordered all I could get of each kind. That simply shows the difference in the demand." Mr. Craig formerly had his place of business on Illinois street. He is now on Virginia avenue. He says he has done more business in the last month than he did the entire fourteen months he was on Illinois street.

A. B. Wahl, who does a jobbing business in Edisons and Talkophones, is well satisfied with his trade so far this year. He is finding an unusually brisk demand for the Searchlight horn, which is manufactured by the Searchlight Horn Co., of New York. The curve in this horn is

more pronounced than in some other horns, and this is said to make the sound of the machine more satisfying. Mr. Wahl made a business trip to Cincinnati last week.

The Columbia Graphophone is proving satisfactory as a trade drawer at the Vaudette Theatre on South Illinois street. This theatre is owned by Gillingham & Zepp. "We have a small horn on that Columbia machine," said one of the proprietors, "but it gets the trade just the same."

"The Exhibit," on South Illinois street, R. Wagner, of Buffalo, proprietor, has just installed 10 new Edison machines, making now a total of 30 machines, all Edisons: "Business has been rather dull with us for a month," said the manager of "The Exhibit." "During the last week cold weather has gone against us. We have plenty of business even in rainy weather, but extremely cold weather keeps the people indoors. The Convention of the United Mine Workers last month helped us out slightly."

Edward E. Hill, who retails Edisons and Talkophones, has a unique design in his store on Massachusetts avenue. It is a large star, perhaps 7 feet in diameter, and arranged from small talking machine horns.

"My business last month was fully 30 per cent. better than it was during January of last year," said Frank Lesley, who handles all kinds of talking machines, including the Edison and Columbia. "I attribute this partly and in fact largely to advertising. I have been advertising extensively and I believe it pays. I find, too, that I am selling more high grade machines than formerly. The public is calling for the best in the way of talking machines."

Thomas Devine, of the Columbia Phonograph Co., has arranged a display window with a view to quantity—that is, he has stocked one of his large display windows chock full of machines. In the center he has arranged a music rack bearing a number of cylinders. The rack is revolved on a disc and the cylinders form aerial swings. Mr. Devine made a business trip to Madison recently.

EDISONIA CO.'S NEW QUARTERS.

The Edisonia Co., of Newark, N. J., have just removed to their handsome new quarters at 67 Halsey street. For some time past A. O. Petit, the enterprising head of this house has been seriously hampered on account of lack of room in their old quarters. The new building—four stories and basement—is handsomely equipped. The first floor is devoted entirely to the Edison line, the second is occupied by the Victor product, both floors having a number of large, well-

equipped trial booths. They are also fitted up with ladies' waiting and dressing rooms for the convenience of their retail customers. The third floor is devoted to their full line of cabinets, while in their large basement they have splendid facilities for handling their wholesale stock. The building is handsomely fitted up, and does credit to Mr. Petit.

BUSINESS GOOD IN CINCINNATI.

Manager Strief of the Wurlitzer Co. Makes Splendid Report—What Other Houses Say.

(Special to The Talking Machine World.)
Cincinnati, O., Feb. 11, 1907.

Mr. Strief, of the talking machine department of the Rudolph Wurlitzer Co., says that business has been exceptionally good in his line when the weather and flood conditions are taken into account. He further states that for the month of January, if the weather had not been so inclement and we had had no flood, their sales in the talking machine department would have amounted to \$10,000. As it is, for the month of December, their business was 100 per cent. better than that of last December. Mr. Strief is especially gratified over the many sales they are making of "Victrolas." This company puts every disc in an envelope, and they have found it something that the customer more than appreciates. Joseph Dittrich, special representative of the Victor department of this house, has been making an Eastern trip.

At the Smith & Nixon Co. the report is that since they have added the talking machine department to their concern they find that their profits have increased materially. Their business for the month of January was somewhat hampered by the existing conditions, but the outlook for February, if the balance of the month can be judged by the first two weeks, looks as if the month would be a record breaker.

At the Columbia Phonograph Co.'s store business is excellent. It is said that their business so far this year has exceeded that of last year by a good margin. The show window of this store is certainly a business producer. The display is arranged so artistically that the eye of the passerby is immediately attracted and after that the machines talk for themselves.

The Consolidated Talking Machine Co., a West Virginia corporation, with their principal office in Philadelphia, have surrendered their charter and franchises and discontinued business.

IT OPENS and SHUTS THE UNIVERSAL TONER

is the only sound modifier made that is adapted to all styles and makes of Talking Machines or Phonograph, either cylinder or disc, and fits any size or shape of horn. Gives full volume of sound when shutter is open, grading to soft mellow tones when closed, and can be regulated while machine is playing. Will submit sample with price and terms to the dealer.

RETAIL, \$1.00 EACH

MELLO-TONE CO.
SPRINGFIELD, MASS.

Phonograph Record Cabinet combined with Hornholder (Patented.)

Our Large Cabinet holds 305 Records.



Slides inside of cabinet when not in use. Drawers all locked by locking slide. Large cabinet, quartered oak, holds 305 records, smaller one, having door and slides, plain oak, holds 150 records. Drawer bottoms revolve.

Made and sold only by

Syracuse Cabinet Co., Syracuse, N. Y.

We Are Edison Jobbers

EXCLUSIVELY

If you want goods that have never passed through a retail department *try us*. Prompt and complete shipments guaranteed : : :

THE PARDEE-ELLENBERGER CO.
NEW HAVEN, CONNECTICUT

A GUARANTEE

TO THE EFFICIENCY AND HARMLESSNESS OF

RECORDITE

The Ferguson-Hancock Laboratories

BLUE POINT, N. Y.

PROFESSOR GEORGE A. FERGUSON
(LATELY OF COLUMBIA UNIVERSITY)

H. IRVING HANCOCK
(CONSULTING CHEMIST)

Recordite Company, 1905 Park Avenue,
New York City.

January, 1907.

Dear Sirs:—We have made exhaustive chemical, physical and practical tests of RECORDITE. We report our findings as follows:

Laboratory Examination:

- 1 Physically, RECORDITE is free from grit of any kind.
- 2 Chemically, free from any substance that can injure the surface, grooving or texture of disc records.
- 3 An ingenious, admirable and scientifically compounded preparation, wholly adapted to the purpose in view.
- 4 A stable preparation, unchanged and uninjured by the lapse of time.
- 5 May be applied to a DISC RECORD as freely as desired, without injury to the record, and without dulling or lessening the effect of RECORDITE in renovating the record.
- 6 A perfect chemical composition; we fail to find that any method can be devised for increasing the purity, harmlessness or EFFICIENCY of this composition.

Practical Tests:

(Made on 12 disc records of varying ages)

The percentage figures below represent improvement in volume and clearness of phrasing. It would be impracticable to give figures denoting increase in sweetness of sound, but in every instance great improvement was noted in the sweetness of the tone of the record after treatment with RECORDITE.

- 1 Record one month in frequent use. Improvement after treatment, 25 per cent.
- 2 Record in use seven weeks. Improvement 29 per cent.
- 3 Record in use three months. Improvement after treatment with RECORDITE, 34 per cent.
- 4 Record four months old, much used. Improvement, 37 per cent.
- 5 Record much used during five months. Improvement after treatment, 47 per cent.
- 6 Record in frequent use during six months. Improvement after treatment, 57 per cent.
- 7 Record seven months in use. Improvement 64 per cent.
- 8 Record eight months in frequent use. Improvement, 70 per cent.
- 9 Record nine months old, much used. Improvement after treatment, 76 per cent.
- 10 Record in use a trifle more than ten months. Improvement, 83 per cent.
- 11 Record in use nearly eleven months. Improvement after treatment with RECORDITE, 88 per cent.
- 12 Record one year old, much used. Improvement after treatment, 90 per cent.

It will be noted that, the older the record, the greater the improvement after the first treatment with RECORDITE. This is because, after one treatment, or in especially "bad" cases, two treatments, the old record is rendered about as good as it was when brand-new. A thorough application of RECORDITE may be made in a few moments.

Conclusions:

RECORDITE is fully as harmless to the grooving and texture of a disc record, and as effective in restoring its original tone, clearness and sweetness as is claimed for it by the proprietors of this compound. Moreover, each added application of RECORDITE tends greatly to lessen the "SCRATCHING" sound common to DISC RECORDS. Taken altogether, an old record, treated with RECORDITE, is superior to a new record.

(Signed) GEORGE A. FERGUSON

(Signed) H. IRVING HANCOCK



RECORDITE is meeting a warm welcome by the trade. In spite of its newness, jobbers are buying it in great gross lots.

To satisfy the trade as to the harmlessness and efficiency of this product, we have had a laboratory test made by the famous professor, Geo. A. Ferguson, the report appearing above. Nearly every jobber now has a stock of Recordite. If you haven't, write at once. You can't get it in stock too quick. Recordite retails for \$12.00 a dozen. Circulars and price list on application.

RECORDITE CO., 1905 Park Ave., N.Y. CITY

THE NEW COPYRIGHT BILL.

The Progress of the Measure Since the Last Issue of The World—The Difference Between the Senate and House Bills—The Latter Measure Favored by The Talking Machine and Perforated Music Roll Interests—The Minority of the Senate Committee Also Favor a Somewhat Similar Measure—The Developments Up to Date.

(Special to The Talking Machine World.)

Washington, D. C., Feb. 12, 1907.

Since the last issue of The World considerable progress has been made in the legislative endeavors to consolidate and revise the acts respecting copyrights. On January 29 Senator Kittredge, chairman of the committee on patents, reported bill No. 8,190, which the majority of the committee recommended for passage. A further report was made by him February 5 in support of the measure, signed by himself and Senators Knox, of Pennsylvania; Clapp, of Minnesota, and Lattimer, of South Carolina. The minority report was indorsed by Senator Mallory, of Florida, who presented it, and Senators Foster, of Louisiana, and Smoot, of Utah. Chairman Currier, of the House committee, also reported a bill (No. 25,133) on the same date of the one that made its appearance in the Senate, and which he also urged should be enacted into law. The following day a supporting report, agreed upon unanimously, was filed.

DIFFERENCE BETWEEN THE TWO BILLS.

The difference between the Senate and House bills is that in the provisions concerning the use of music for talking machine records, mechanical instruments, etc. In fact, the entire opposition is concentrated on paragraph E (G in the first draft), and were the music composers and publishers to consent to the exemption of record and perforated roll manufacturers, it is believed the bill would be passed quickly. Dealing with this phase of the measure the Currier report says in part:

"More time was given by the committee to the consideration of this provision (formerly paragraph G, now E) than was given to any other provision in the original bill. * * * Your committee felt that the public performance of a musical composition without first obtaining the consent of the copyright proprietor should not be prohibited in all cases, but only when the public performance is for profit. For that reason what was known as paragraph G in the original bill and the last part of paragraph E in the new draft have been eliminated. The only provision in the bill reported to the House regarding the reproduction of copyrighted music by mechanical means is found in paragraph E of section 1 as it now stands. Your committee believe that if this is enacted into law it will simply prohibit the public performance for profit of copyrighted music without the consent of the proprietor by any means whatever, whether mechanical or otherwise." Under this proviso the only records, rolls, sheets, etc., subject to royalty charges would be those used in the so-called vaudeville parlors, and wherever slot or talking machines, automatic pianos or players, orchestrions or any description of mechanical musical devices are installed in public places, as well as in instruments operated on the streets.

THE SENATE ANTAGONISTIC.

Senator Kittredge takes an entirely different view of this portion of section 1, and says: "Of late years an entirely new art has developed as the result of ingenious and elaborate invention. Many forms of machines have been made, purely mechanical in their nature, which are capable, when properly organized, of producing sound in the air, and a succession of sounds, which, when properly combined, form a good substitute for music rendered by voice or by a performer through the instrumentality of an instrument. These mechanical appliances have substituted and displaced in large measure the personality of the performer, and have made it possible to duplicate the skilful performer many hundreds of times by having the artist perform a piece of music before the machine and then mechanically reproducing the original made by the artist. The inventors of these ingenious and valuable machines are entitled to high credit for

their ingenuity and for the benefit which they have bestowed upon mankind, and they receive a large pecuniary reward from the exclusive right to manufacture and sell their instruments, granted by the patent system of the United States. These inventions, ingenious they may be, are, however, as dead bones without the vivifying spirit of the musician. It is he who creates the thought they reproduce and sell. Without him they would be nothing."

In the minority report to the Senate, however, the position of the House Committee is unqualifiedly approved. This statement, which reflects the views of the trade, is carefully written, and more from a strictly business than a legal viewpoint. It reviews the history of the two bills and the hearings before the joint patents committee in connection therewith, and in referring to those portions of direct interest to the talking machine and allied trades says:

SUMMARY OF MINORITY REPORT.

"We are opposed to certain portions of the majority report . . . Two separate groups of business interests strenuously opposed the provisions of this section, viz.: (1) Manufacturers of pianos and piano-players operated by music rolls, and manufacturers of music rolls for use on such instruments; and (2) manufacturers of talking machines, etc., and manufacturers of records for use in connection with such machines.

"These interests most vigorously contended that paragraph 'g' [now 'e'] should be eliminated because (1) it was unconstitutional, (2) because if passed it would create a monopoly; (3) it would be extending the law of copyrights to lengths which all the countries of Europe that had legislated on the question had declined to go; (4) it is designed to inequitably benefit this alleged monopoly and the foreign owners of copyrights on foreign compositions, thereby granting to foreign composers or copyright owners rights which were refused them in their own countries and rights which those countries do not grant to American composers or copyright owners; (5) it invades the domain of the patent laws and fails to preserve that line of demarkation between copyrights and patents which has heretofore been carefully preserved.

"As to the alleged monopoly, this paragraph 'g' is said to have been injected into this bill by an associa-

tion known as the Music Publishers' Association. The opposition to this paragraph contended that it was introduced for the benefit of the Aeolian Co. of New York, and for the purpose of giving that company a complete monopoly of the piano player and music roll business. . . . It is worthy of note that at no time did the Aeolian Co. disavow the charges made against it. . . .

THE ALLEGED MONOPOLY CONTINUED.

"While there was no denial on behalf of the Aeolian Co., it was contended by counsel for the Music Publishers' Association that the contract in question could only go into effect provided a decision favorable to them was obtained in what is known as the White-Smith case; and if the White-Smith case were lost the contract failed. They contended that such contracts did not provide for legislation. The opposition contended that these contracts did provide for legislation, and in addition offered another series of contracts wherein legislation is specifically referred to. Whatever may be the truth in regard to these contentions, it is apparent that the enactment of paragraph 'g' into law would afford an opportunity for such a close organization as the Music Publishers' Association to organize precisely the kind of monopoly which it is contended would exist under the contract referred to. We think that no law should be enacted which would render this even reasonably possible.

"We are satisfied that copyrights should not be extended so as to cover mechanical reproducing devices. In the first place, it seems to be a clear invasion of the patent law and fails to observe the line of demarkation that has always been heretofore preserved between the copyright and the patent law. In the second place, we ought not to make such a radical departure in view of the fact that all the nations which have considered the question have refused to go so far. Thirdly, manufacturers who have invested many millions, relying upon the existing statutes to protect them in their investments, should not be despoiled for the benefit of the few. Lastly, the public should not be exploited for the benefit of a group who apparently intend and expect to obtain complete control of these industries. We therefore object to the paragraph in question, which is now contained in subsection 'e' of Section 1."

The foregoing, as above stated, was signed by the three Senators named, but Senator Smoot declined to indorse the appended:

SUB-MINORITY AGAINST PENAL PROVISION.

"The undersigned desire to emphasize their objection and opposition to another feature of the bill, which they think is worthy of serious consideration. They object to and protest against the first paragraph of section 21, beginning with line 11 and ending with line 18. The existing law provides for a similar criminal prosecution, with a penalty of imprisonment in the penitentiary; but we do not believe that it was the intention of Congress, when the existing law was enacted, or that it is the intention now, to establish a rule of action as harsh as this will prove to be.

"Why the infringer of a copyright should be subjected to a criminal prosecution, with the possible infliction of a penalty that will attach to him the badge of infamy, while the infringer of a patent right is subjected to no

FREE SAMPLES TO PROVE QUALITY

NEEDLES MAY LOOK ALIKE, but HEARING NOT SEEING, PROVES THE QUALITY

We Want You To Hear Them At Our Expense. Write Now

¶ The best record will give poor results and be ruined if played with a POOR quality needle. The BEST Needle is the one that gives a GOOD REPRODUCTION from START to FINISH. The ordinary CHEAP and POOR quality needles on the market will only play right about half way through the Record. The Needle point is then worn flat, and the sharp edges on the side of the point wear the Record and make it scratchy.

¶ To give best results, Needles must be tempered hard enough to keep the point, and allow it to follow and fit the grooves, on all parts of the Record. It must also have a proper taper to insure correct volume and tone. After careful experimenting we have produced two styles of Needles that will stand every test, and prove the best at any price.

Playrite
TRADE MARK

NEEDLES

"THE NAME TELLS WHAT THEY DO"

Best for VOLUME, TONE and LASTING QUALITY. PLAY RIGHT from START to FINISH. PRESERVE RECORDS and can be used on ANY DISK MACHINE OR RECORD. Packed in RUST PROOF packages of 100. RETAIL, 10c. per 100; 25c. 300, 75c. 1,000.

Melotone
TRADE MARK

"GIVE A MELLOW TONE"

REDUCE VOLUME and DON'T SCRATCH. Each needle can be used SIX TIMES. No special attachments needed. Packed in RUST PROOF packages of 200. Price, 25c. Package.

NOTE—We furnish Jobbers and Dealers with ADVERTISING MATTER FREE. Big profit. We will send FREE sample packages to Jobbers or Dealers. Write now.

MANUFACTURED BY
BLACKMAN TALKING MACHINE COMPANY
(J. NEWCOMB BLACKMAN, Proprietor)
97 Chambers Street, New York City

criminal prosecution or penalty, we are unable to understand. It is an innovation in the policy to which Congress has adhered for very many years and is an innovation in the wrong direction. A casual reading of the bill will show that the copyright proprietor is amply protected by the numerous remedies afforded him by the bill, and that there is no occasion for the drastic deterrent proposed by the paragraph referred to.

ISSUES NOW SQUARELY JOINED.

Issue has now been squarely joined between the Senate and House Committees on Patents over the pivotal points in the proposed revision and codification of the copyright laws. Senator Kittredge will lead the battle for the protection of the interests of the music composers and publishers. Senator Mallory, of Florida, will lead the fight against the contentions of the composers and publishers in the Senate, and the same cause will be directed in the House by Representative Currier, of New Hampshire, chairman of the House Patents Committee.

The general belief among careful watchers of legislation is that there will be no copyright legislation during the twenty days that remain of the session; but, in spite of this general belief, it would not do for those interested in such legislation to rest on their oars, for both branches of Congress sometimes take sudden whims of activity and rush through in a hurry bills that are sometimes labeled as dead. Although the chances seem against them, both of the Committee chairmen, in charge of copyright legislation, declare that they will move every stone to secure legislation. Chairman Currier, of the House Committee, has brought his bill to the attention of Speaker Cannon, with the result that a special order now adorns the front page of the House calendar to the effect "that for the remainder of the session the bill to amend and consolidate the acts respecting copyrights shall have the privilege pertaining from committees under leave to report at any time." This gives the copyright bill a privileged status in the House. The only thing having a right of way over it in the House is the series of appropriation bills.

REPORTS SAY COPYRIGHT LAW WILL PASS.

Senator Kittredge said last week that he intends to call up the copyright bill, which he reported to the Senate, at the very first opportunity. He said he would have called it up on the floor of the Senate February 8 if opportunity had come. The Senator does not propose to wait until after the House has acted on the Currier bill. Chairman Currier does not intend to wait until the Senate has acted on the Senate bill. The bill first acted upon by one House will be sent over to the other House for consideration. In this status action may be taken at any time at either end of the Capitol. A sudden wind of activity might bring early legislation.

Members, generally, have not followed the copyright fight, although all have been deluged with petitions, many of which have been thrown into waste-baskets.

Members of the committees who framed the two bills will undoubtedly fight strongly for their respective intentions when the subject is actually taken up for consideration and passage. In a word, copyright legislation at this session seems unlikely, but is neither impossible nor improbable. The meat inspection law was passed at the tag-end of the last session of Congress in spite of pronounced opposition within a remarkably short time. Since the same thing could happen to the copyright bill, it would pay those interested in the measure to watch their p's and q's closely.

The final section of the Kittredge, or Senate, bill provides that it shall become effective July 1, 1907, while in the Currier, or House, measure the new law shall go into effect January 1, 1908.

A CHAT WITH PAUL H. CROMELIN.

When Paul H. Cromelin, vice-president of the Columbia Phonograph Co., was approached on this matter by The World, he said: "I consider this measure so important as to overshadow all other of our interests. I have been in Washington looking after the talking machine end for some time, and if necessary will stay there. The

copyright bill is one of the most bitterly contested bills before Congress, and I will say that its passage, inclusive of any section inimical to the free reproduction of music on mechanical or automatic instruments, is improbable, if not impossible. I feel certain, however, the bill will go through in some shape, and if the talking machine and allied interests were exempt under its provisions, it would be enacted into law with a rush. The music composers and publishers are very unwise in not yielding this point, and a compromise must eventually follow, I firmly believe, for obvious reasons. With sub-section E as embodied in the Senate bill eliminated, the music people will have one of the best copyright measures ever framed."

Mr. Cromelin, who is president of the American Copyright League, has been bearing the brunt of the fight for the trade, and co-operating to advantage with the mechanical instrument people represented on the ground.

RECENT INCORPORATIONS.

The Gaumont Chronophone Co., of Cleveland, was incorporated with the secretary of the state of Ohio recently with a capital of \$150,000 for the purpose of manufacturing the Chronophone, a combination of phonograph and moving picture machine. Incorporators: S. J. Wallace, Emma Wadsworth, W. A. Follin, Mabel Smith and C. B. Stannard. Robt. McKisson and Max Factkenheuer are at the head of the concern.

* * * *

The Perfectophone Co., of New York, was incorporated last week with the secretary of the state at Albany for the purpose of manufacturing talking machines; capital, \$5,000. Directors: W. R. Osborne, J. J. Hayden and E. R. Breck, of New York.

* * * *

Recordite Co., New York, to manufacture phonograph supplies. Incorporations: Walter T. Sterns, William H. Corbitt, Charles D. Francis, all of New York.

Something of Interest to All Jobbers and

Dealers in the Talking Machine Business

WRITE, ENCLOSING CARD OR LETTER HEAD

Only Legitimate Jobbers or Dealers will be considered

"B. C."

**Care of TALKING MACHINE WORLD
1 MADISON AVENUE ————— NEW YORK**

JOBBER'S ASSOCIATION MEETS.

The Eastern Talking Machine Jobbers' Association Discusses Important Matters—Membership Increases and Committees Are Appointed to Obtain the Opinion of All Members on Important Improvements Proposed.

The last meeting of the Eastern Talking Machine Jobbers' Association was held on Wednesday afternoon, January 16, at the New Grand Hotel in New York City. About thirty concerns were represented, and the president, W. D. Andrews, of Syracuse, N. Y., presided. The out-of-town jobbers were better represented at this meeting than at any previous one, and it is evident that the advantages are more thoroughly understood, and the jobbers are taking great interest in the association, and working to get the applications of concerns in their vicinity who are not members.

Before the meeting was called to order a directors' meeting was held for the purpose of passing on applications for membership, and the following new members were elected: Landay Bros., New York City; J. B. Lengs' Sons & Co., New York City; Kirtland Bros. & Co., New York City; C. H. Haynes, Richmond, Va.; W. D. Andrews, Buffalo, N. Y.; A. J. Denninger, Rochester, N. Y.; John Rose, Astoria, L. I.; Regina Music Box Co., New York City; E. F. Droop & Sons Co., Washington, D. C.; Finch & Hahn, Schenectady, N. Y.

The following answered the roll call: N. D. Griffin, of the American Talking Machine Co., Gloversville, N. Y.; W. D. Andrews, Syracuse, N. Y.; E. F. Taft, of the Eastern Talking Machine Co., Boston, Mass.; A. O. Petit, of the Edison Co., Newark, N. J.; W. O. Pardee, of the Pardee-Ellenberger Co., New Haven, Conn.; John D. Miller, of the Penn Phonograph Co., Philadelphia, Pa.; W. E. Henry, of the Powers & Henry Co., Pittsburg, Pa.; Adolph Weiss, of the Western Talking Machine Co., Philadelphia; C. B. Haynes, Richmond, Va.; Louis J. Gerson and Henry E. Marschalk, of the Musical Echo Co., and A. C. Weymann, of H. A. Weymann & Son, Philadelphia; James K. O'Dea, Paterson, N. J.; Louis Buehn, of Louis Buehn & Bro., Philadelphia; S. B. Davega; I. Davega, C. V. Henkel, of the Douglas Phonograph Co.; J. Newcomb Blackman, of the Blackman Talking Machine Co.; A. H. Jacot, of the Jacot Music Box Co.; Victor H. Rapke, of the Victor H. Rapke Co.; J. Warner, proprietor of Kirtland Bros. & Co.; Benjamin Switky and Alfred Weiss, all of New York City.

Matters already under discussion at the previous meeting were considered and reports were made. The present plan of manufacturers issuing new records was taken up, and it was decided that a great improvement could be effected by having every manufacturer fix on a certain number of records the catalogue would contain, also the number of each kind of records to be issued every month, and the number to be cut out of the catalogue each year. It would also be a great help to the jobber and dealer if he knew how often an exchange proposition would be given. A committee was formed to get the opinion of all members on these subjects in order that a report can be made at the next meeting, and a plan provided to induce the manufacturers to effect improvements accordingly.

Another very important subject that was given careful attention was the present plan of allowing jobbers and dealers to sell talking machines on installments at the cash price, accepting, in some cases, nothing down and extending the part payments over a very long period. It was pointed out that this places the small dealer at an unfair disadvantage compared with the large dealer and especially department stores, and really forces an installment purchase on a customer who would willingly pay cash, if he effected some saving as against a purchase on the installment plan.

The sense of the meeting was also that the 2 per cent. discount offer was not handled in a satisfactory manner, as jobbers had, in many cases, offered or permitted dealers to take the

2 per cent. cash discount on payments, which really should have been made on a net basis, thus virtually cutting the wholesale price in this respect, and forcing upon themselves the allowance of very long terms where bills were not discounted. It was considered that the manufacturers could effect a set rule, and make it a part of their agreements, establishing a distinction between a machine sold for cash and on installments, and also regulate the allowance of the cash discount. A committee was appointed to draft a plan representing the opinion of the association on these subjects for action at the next meeting.

The subject of credits received particular attention, and the opinion was unanimous that the monthly reports issued by the secretary were very valuable, and an absolute necessity for the safeguarding of the credit interest of every member.

The meeting adjourned at 6 o'clock after adopting a resolution calling the next meeting to be held in the early part of April in Philadelphia. The association now has 49 members, representing almost all of the Edison and Victor jobbers in the Eastern States. It is expected to have 75 before the next meeting.

About 15 of the jobbers enjoyed an informal dinner at the hotel following the session. Later 10 of the members accepted the invitation of the Tea Tray Co., Newark, N. J., for a box party at the Broadway Theater.

Representatives from several supply houses dropped into the hotel to see friends among the jobbers, including: John H. B. Conger, secretary and treasurer, and C. Beecroft, manager of sales of the Tea Tray Co., Newark, N. J.; W. H. Locke, Jr., president, and D. W. Austin, of the Searchlight Horn Co., Brooklyn, N. Y.; William McArdle, with the Hawthorne & Sheble Manufacturing Co., Philadelphia, Pa.

WHO ORIGINATED THIS MENU?

The Buffalo Phonograph Co. Claim They Did One Year Earlier Than De Forest & Son.

We are in receipt of a communication from the Buffalo Phonograph Co., 16 E. Seneca St., Buffalo, N. Y., in which they say:

"We note your article in regard to the Thanksgiving menu in which De Forest & Son, Sharon, Pa., claim its originality. We are mailing you a copy of the Thanksgiving menu, which we got out in November, 1905. We had never seen or heard anything like this record menu before, and we believe the much disputed originality of this advertising scheme belongs to us. We trust

you will be able to give us the credit for the originality of this in the columns of your paper. W. D. Andrews, of Syracuse, will vouch for having received one of these menus from us a year ago last Thanksgiving."

The menu referred to is gotten up in two colors, the text matter being as follows:

EDISON'S TALKING MACHINES RECORDS M. E. N. C.		
NIGGER STEW, a la Osmann, No. 8537	CHICKEN CROWN, No. 8591	
HOT STEEP No. 2616		
OYSTERS AND CLAMS No. 8739		
LOBSTERS Promenade (No. 8519)		
SEA SHELL WALK, No. 8322	RABBIT HAIR GOODIE, No. 8328	
MR. WILSON THAT'S ALL!!! No. 8861		
TURKEY in the STRAW No. 8293	WHERE THE SWEET POTATOS No. 8810	
A RARE OLD BIRD???	With WINGS of LOVE No. 8719	
WHITE SWAN No. 8931	SAUERKRAUT is BULLY No. 1023	
Fowl and Game in Season IRISH CANARY (No. 8647) My KANGAROO (No. 8727)		
IMAGINATION (No. 8855) To Order		
COCOANUT (Dance) No. 2694	POSSUM PIE No. 8697	BRANDYWINE (Medley) No. 8718
GENERAL HARBORACK No. 8679		
INTERNATIONAL CAKE WALK No. 8236	Where the WERZBURGER FLOWS No. 8232	OLD APPLE TREE No. 8458
Over the PILSENER FOAM No. 8642	And the LANGE'S FLOWER Song No. 7926	Under the AMBERSEE FISH No. 8075
IS THERE ANYTHING ELSE YOU'D LIKE? No. 7673		
WOULDN'T IT MAKE YOU HUNGRY? (No. 8602) GIMME THE LEAVIN'S (No. 8912)		

A manager for the talking machine department, which will be greatly enlarged and expanded, has been selected by Charles Bobzin to take hold when Charles H. Ditson & Co. move into their new building, now in the course of erection at 8-12 East 34th street, New York. The department will be located on the fourth floor, occupying about 50 by 45 feet—a third of the space—and fitted up with mahogany sound-proof booths and fixtures. H. L. Hunt, in charge of the firm's small goods, will have the supervision of both departments.

When the Eastern Jobbers' Talking Machine Association held their meeting in New York January 16, a number of those in attendance took advantage of the opportunity to visit the great plant of the Tea Tray Co., in Newark, N. J., the following day.

WE'VE GOT IT AT LAST

and it's unquestionably the finest piece of art and mechanism ever attempted after many months of careful and concentrated efforts.

It's a WOOD COLORED HORN.

Horns that are true and exact reproductions of oak and mahogany in the various shades—that appeal to the critical eye, are finished in rough and high polished surfaces.

A revelation in horns which add to the phonograph an extremely valuable acquisition.

Cabinets of the Edison Phonographs and Victor Talking Machines are readily matched.

Absolutely new and novel and cannot be distinguished from the natural wood.

Looks like wood—sounds like wood—and feels like wood. What more could be obtained in the construction of this horn? In all, the pinnacle of perfection has been reached.

If there's an improvement to be made, it cannot occur in this generation.

Many horn manufacturers are endeavoring to reproduce this horn with peculiar imitations, but the original is owned and manufactured by us exclusively.

Our morning glory flower horns have met with favorable comments wherever shown.

The decorations are without a doubt the prettiest and most artistic ever exhibited.

The enormous sales of these horns alone give evidence of their superior quality.

We make them in many colors and designs.

Are built of extra heavy tin insuring them of durability.

Carefully and scientifically baked which overcomes all doubt of fading.

Mr. Jobbers—write us at once and we'll quote you interesting prices.

NEWARK TINWARE AND METAL WORKS
53-55 N. J. R. R. Avenue, Newark, N. J.

MME. EAMES ON RECORD MAKING.

The Famous Cantatrice Writes Most Interestingly Regarding the Great Care Taken in the Making of Victor Records.

(From The Voice of the Victor.)

I wonder if the thousands of people who hear our records have an idea of the labor and thought that are expended by us in the making of them. It appears a very simple thing on the part of the singer. We have only to sing—they think—and the rest is purely mechanical.

There is no more nerve-racking experience than the singing for that cruel recorder which brings out and exaggerates one's least defects and to which one listens in a way blindfolded. If also by an error of judgment one stands too near or too far from the receiver the relative values of the tones are destroyed and one must begin again. That, however, can only be known days afterwards. To play it at once would be to destroy it.

When I first agreed to sing for the Victor Talking Machine Co. I looked forward to the making of my records as rather an amusing experience; I thought, as does the public, that one had only to sing and the rest was mere routine on the part of skilled workmen. There was a member of the Victor Talking Machine Co. present to "pose" me. One with a large experience of making these discs and who had "posed" my fellow singers.

I found a large room with one end cut off by a wooden partition out of which came a horn suspended in such a way as to be lowered or raised to the height of one's mouth. On the other side of this partition is the merciless recorder.

Once in position one awaits the signal to be ready, after which one hardly dares breathe, as everything is etched on the sensitive plate. At the next signal of two raps one must be ready to begin at once as the machine, like time and tide, waits for no one. Some of the pieces one sings also are so long that there is barely space for them on the plate, which is another reason

for hurry. When one knows that possession of one's self and calm are necessary to good work from an artist, one can realize the reassuring influence of this kind of preparation. I made each song over on that first occasion two or three times in order to choose the best of each. I was to return in a few days to hear the result. What was my amazement to find that some of the records for which I had apparently sung the best had brought the least good results. I then realized that the machine was a thing to be studied. That, although it was a great advantage to be "posed" for them by one experienced in making



MME. EMMA EAMES-STORY.

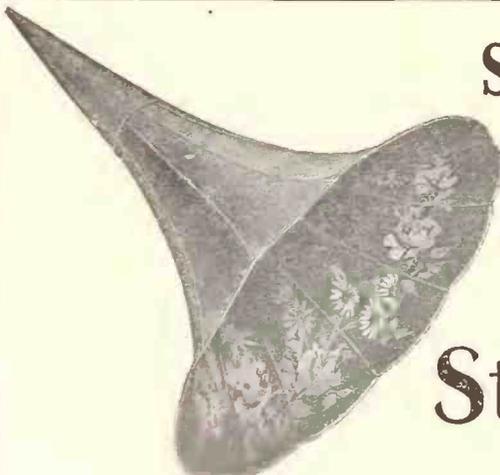
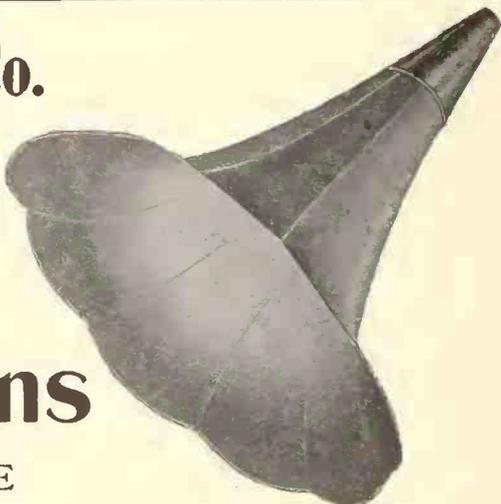
them, if one wished to make a really good record, one which would give some just idea of the real quality of one's voice, one must evolve some method as well out of one's own experience. To do that with a technique become almost second nature was no easy task. The varying distance one has to keep between one's self and the horn depends not only on the height of the note, but the way of attacking it. The soft and caressing tones that one gives in the tenderer pas-

sages, instead of being more lightly given, have to be made with the same intensity as the louder ones, only with a decrease in volume. Take, for instance, an aria one has already made one's own, which is sung almost unconsciously of its technique with only its atmosphere and intention in one's mind and while singing it go through the mental acrobats necessary to make a good record, and it is a cause for amazement that one can accomplish such good results. I realize that I am putting on record my voice, my phrasing, and my personality, and in the desire to obtain and to preserve only the best results of our united efforts I have caused to be destroyed more discs than I have kept. When I sang my first record also, that special orchestra as it is now organized, did not exist and the operatic airs lost much of their power and value by the piano accompaniment. Those records, however well I made them at the time, must be made again.

It is also, only when all circumstances are favorable that a really satisfactory record can be made. The receiver with its supersensitiveness is quick also to detect any signs of fatigue in one which may not even be apparent to any one in the room or to one's self. It takes care and research on the part of those who attend to the mechanical part of receiving your voice to reproduce it to the best advantage and for each singer, that has to be thought out and rehearsed and tried over and over again. Fortunately, those I worked with have saved me in a great way futile efforts and each disappointment has been a step nearer the accomplishment of a perfect result.

Our parents and their contemporaries have been able hitherto to overwhelm us with the impressions of great voices received in their own vivid youth. Thanks to the Victor Talking Machine Co. and its high standard and the conscientious artistic endeavor, we can still make our voices heard to coming generations when we shall be silent.

EMMA EAMES STORY.

TRADE STANDARD	TRADE STANDARD	TRADE STANDARD	TRADE STANDARD	TRADE STANDARD
 <h2 style="text-align: center;">Standard Metal Mfg. Co.</h2> <p style="text-align: center;">Office and Salesroom 10 WARREN STREET, NEW YORK</p> <p style="text-align: center;">FACTORY Jefferson, Chestnut and Malvern Streets Newark, N. J.</p>  <h1 style="text-align: center;">Standard Horns</h1> <p style="text-align: center;">ARE THE ONES TO HANDLE</p> <p style="text-align: center;">WELL MADE CAREFULLY FINISHED AT RIGHT PRICES</p> <p style="text-align: center;">Give entire satisfaction and increase sales. No kicks</p> <p style="text-align: center;"><i>Variety to Please All. See our New Line</i></p> <p style="text-align: center;">Dull finished Horns, also extra fancy and artistic color effects on brass, and brass nickel plated Horns. All our Horns hold their colors perfectly.</p> <p style="text-align: center;"><i>Every Horn Fitted with Patent Thimble End</i></p> <h2 style="text-align: center;">Standard Horns Once Handled Always Handled</h2> <p style="text-align: center;">LET US HEAR FROM YOU</p>				
TRADE STANDARD	TRADE STANDARD	TRADE STANDARD	TRADE STANDARD	TRADE STANDARD

BOOMING AT ST. LOUIS.

Only Thing That Can Check Present Activity Is Shortage of Goods—January Trade Shows Twenty-Five Per Cent. Advance.

(Special to The Talking Machine World.)

St. Louis, Mo., Feb. 10, 1907.

Everything in connection with the talking machine business, both here and in this territory, are on the boom, and there is every indication that the only thing that can check it is the shortage of goods. The demand for the better class of machines is extremely good, and the trade on records is away beyond ability to supply.

Thomas P. Clancy, manager of the Columbia Phonograph Co., reports January trade to have been away beyond expectations, and that he is having a hard time supplying records for the demand.

Manager Ramsdell, of the St. Louis Talking Machine, states that their January trade was 25 per cent. better than the same month a year ago. He also states that they are greatly hampered by their inability to get goods fast enough. Mr. Ramsdell predicts that 1907 will establish a new record for sales on talking machines.

Louis F. Geissler, general manager of the Victor Co., and A. D. Geissler, manager of the Talking Machine Co., of Chicago, were recent visitors.

The O. K. Houck Piano Co. will move their talking machine department from the third floor of their building to the first.

W. C. Fuhri, district manager of the Columbia Phonograph Co., Chicago, spent two days here recently.

F. E. Mills, manager of the talking machine interests of the O. K. Houck Piano Co., Memphis, Tenn., spent two days here recently.

Manager Ketterer, manager of the talking machine department of the Conroy Piano Co., reports having had a good month's trade during January, and particularly so on records.

The Silverstone Talking Machine Co. have again enlarged their quarters by taking on two rooms. This gives them the largest talking machine quarters in the city. Mr. Silverstone says trade is very good with them, and he is well pleased with the outlook.

Plans are being perfected for the new talking machine department of the Balmer & Weber Music House Co. They expect to be ready for business about the 20th of this month.

The Val A. Reis Music House Co. report that they are having a nice talking machine trade.

The wholesale talking machine trade of the Koerber-Brenner Music Co. is reported to be extra good, and they are making large shipments of goods throughout their territory.

B. G. ROYAL ELECTED PRESIDENT

Of the Universal Talking Machine Co.—Will Maintain New York Offices—Vice-President Macnabb Discusses Recent Legal Decisions.

At a recent meeting of the board of directors of the Universal Talking Machine Mfg. Co. in New York, B. G. Royal was formally elected president; John A. Macnabb, vice-president, and Gus Veilage, treasurer. The company will maintain an office in New York City separate from the plant in Newark, N. J.

Mr. Macnabb, referring to decisions handed down by the United States Circuit Court of Appeals, second district, and by the United States Circuit Court, southern district of New York, said to The World: "The Jones decision does not affect the business of the Universal Co. in any particular. We will continue to fill orders, as we are not infringing on any patents claimed by any one. Our business is splendid; we cannot fill orders. Our new line of machines are just ready, but we will not be able to ship the goods for some time. The company will start on a campaign of magazine advertising as soon as our twelve inch records, listed at \$1, are ready, which will be some time in March. The first lot of bulletins will contain 25 numbers.

Our grand opera records, made in Milan, Italy, are expected to be on the market in April.

VICTOR CO.'S GREAT BUSINESS.

January Breaks Records—Cost of Production Still Ascending—Some Figures of Interest in This Connection—Losses Absorbed by the Company, But Offset by Increased Output.

Reviewing the status of the Victor Talking Machine Co.'s business for the past month, and its phenomenal increase, which was about at the same ratio as January, 1905, Louis F. Geissler, general manager, under date of February 4, writes as follows: "Our sales footings for January have just reached this office. Records are again being broken. The sales of this January, 1907, exceeded those of last January, 1906, by 66½ per cent., and that year exceeded the previous by about the same percentage, and, as the United States Steel Corporation would say, 'with a tonnage of orders on hand which seems almost insurmountable.' We congratulate our distributors on this magnificent start for the new year. We never witness these gratifying results without feeling a deep sense of obligation to our distributors and dealers and the influences which are making for these magnificent results."

INCREASED COST OF PRODUCTION.

On January 14 General Manager Geissler addressed an open letter to the trade on the increased cost of their products, submitting carefully gathered figures covering the essential items entering into the manufacturing and marketing of Victor goods, as appended:

"Our purchasing department has just submitted to our board of directors a statement of details, showing the actual as well as the percentage of advance in costs to our company on a large number of commodities which enter into the manufacture of our goods. Believing that it would be of interest to you, we have selected from the list a number, and wish to show you the percentage of advance in costs that we have had to stand since 1904 up to the present date on these staples, every bit of which has come out of our profits, there having been no advances in the selling prices of our machines and large reductions in the selling prices of records.

"Upon the thinking man this statement will make an impression, and we hope that the struggle we are making to absorb these heavy advances in the cost of manufacture ourselves (and which losses have only been recouped to us through the medium of a largely increased output, and refinement in manufacturing etc.), will cause our distributors and dealers to be more

loyal than ever to Victor goods and that every effort will be put forth during this year to thoroughly exploit the wares in localities and among classes of customers who have not been heretofore properly developed. We confidently expect 1907 to show as large an increase in our business over 1906 as that year, which was the most phenomenal in our business history, did over all preceding."

The articles in question follow, accompanied by the percentage advance in cost during 1907 over 1904:

Brass rod, 54 per cent.; brass tubing, 39 per cent.; sheet brass, 71 per cent.; brass blanks, 26 per cent.; sound boxes, completed, 32 per cent.; brass shells, 23 per cent.; steel springs, 25 per cent.; cold rolled steel, 7½ per cent.; steel tubing, 20 per cent.; steel balls, 50 per cent.; cabinets, 33¼ per cent.; castings (large), 2 per cent.; castings (small), 2 per cent.; screws, 10 per cent.; bolts, 69 per cent.; mica, 50 per cent.; felt, 28 per cent.; shellac, 56 per cent.; handles, 70 per cent.; nickel supplies, 12½ per cent.; belting, 10 per cent.; rubber goods, 21 per cent.; gasoline, 23 per cent.; waste, 27 per cent.; record material ingredients, 32 per cent.; copper anodes, 44 per cent.; copper circles, 31½ per cent.; excelsior, 40 per cent.; twine, 15 per cent.; ammonia, 16⅔ per cent.; asbestos, 20 per cent.; horns, 5 per cent.; machinery, presses, tools, etc., 15 per cent.; labor, 10 per cent.; packing boxes (for export), 50 per cent.; packing boxes (domestic), 10 per cent.; 10-inch boxes (pasteboard), 15 per cent.

Edward D. Easton, president of the Columbia Phonograph Co., general, returned Saturday last from his tour of inspection of the company's western branch houses, his trip extending to the Pacific Coast. He has been away for a month, and the tour seems to have improved his health materially, although that is always of the most vigorous character.

John J. Tischner, who handles Victor and Zonophone talking machines and various makes of records and sundries at 1014 Cambridge street, Camden, N. J., has favored us with a very pretty calendar for the current year, bearing a girl's face of the Christy type, entitled Miss New Year.

The Montenegro-Riehm Music Co. have succeeded C. A. Ray as Edison jobbers in Louisville, Ky. Mr. Ray, however, will remain as manager of the talking machine department.

The National Phonograph Co. are having a splendid demand for the records made by the various artists who are now singing at the Manhattan Opera House.

POWERS & HENRY CO.

101 Sixth St., cor. Duquesne Way

PITTSBURG, PENN.

EDISON,

VICTOR,

COLUMBIA

JOBBER

No House in the world better equipped to handle your business. We can fill 99 $\frac{1}{100}$ ("apologies to Ivory Soap") per cent. of any record order sent us. Everything in supplies.

PACIFIC COAST ACTIVITY.

Clark Wise & Co.'s Good Work—Byron Mauzy's Special Rooms—Call for Best Grades at Sherman Clay's—Columbia Display—Busy Bacigalupi—Smith to Mexico City—Birkel's Victor Recitals—Increase in Country Trade Noted at Kohler & Chase's.

(Special to The Talking Machine World.)

San Francisco, Cal., Feb. 7, 1907.

Clark Wise & Co.'s large window display of talking machines and horns, which was put in about the first of the year, has proved so attractive that it has been allowed to remain. The talking machine trade is the big end of this company's business just at present. There is a greater demand than ever for admission to the Wednesday evening concerts, and the attendance has to be strictly limited. The company now have four Auxetophones in stock. One of these is shown in the window, and one is used in the concerts. Twenty of the new Victrolas are on the way out.

Byron Mauzy has separate rooms in his new building for talking machines, which are keeping up very well. The Victrolas that were on exhibition last week have all been sold out. The display of Japanese horns has attracted marked attention.

Sherman, Clay & Co. report an increasing demand for expensive and high-grade machines. The Victrola, Mr. Sherman says, is the greatest success, as it is more suited for home use than the Auxetophone, and less expensive. The great difficulty now is that the public wants these machines faster than they can be brought in.

The Columbia Phonograph Co. have a large display of brass and Japanese horns in their windows, but there are few machines on hand, as they are sold as fast as they come in. The retail branch in the Eilers Music Co.'s store on Fillmore street is still doing a good business in spite of hindrances in the way of bad weather. A new retail store is being fitted out at the corner of Van Ness and O'Farrell. This will be one of the finest talker stores on the Coast. The fittings are to be in mahogany, and the place will be finished, it is thought, in two weeks.

Peter Bacigalupi finds business very lively, both here and in the country. The new retail store on Mission street is attracting a large trade, while the Fillmore street store keeps up as well as usual.

Leon F. Douglas, recently vice-president of the Victor Co., is regaining his health at his country home in San Rafael. Since resigning his position on account of illness, he has been appointed chairman of the board of directors of his company.

Kohler & Chase find the talking machine side of their business picking up considerably since it has been in its permanent display room on the ground floor. This room is convenient and neatly fitted, with six small rooms in the rear for trying out records.

G. A. Smith, for two years manager of the Columbia Phonograph Co.'s agency in Portland, Ore., has left for Mexico City, Mex., where he will hereafter act as the company's representative. A. Glenn, who has acted as Mr. Smith's assistant at Portland, will now succeed to the management of the Portland house.

The George J. Birkel Co., of Los Angeles, Cal., are opening February with a series of Victor recitals.

The D. S. Johnston Co., of Tacoma, Wash., are giving a series of Edison concerts, the first one being given on January 19.

C. A. Neale, in charge of Kohler & Chase's talking machine department, notes a great increase in the country trade. The country folks of this Coast are beginning to realize, he says, what a factor the phonograph is in breaking the monotony of country life, and he has received frequent letters from the isolated mountain districts, telling what a revelation the machine has been to people who have never been able to hear music interpreted by the great artists. Kohler & Chase are now carrying a full line of Edison

goods, for which there is a great demand, though Zonophones are holding their own very well, in spite of the lack of advertising.

COLUMBIA STAFF CHANGES.

City Sales Commercial Department Will be in Charge of Merwin E. Lyle—Hance to Yonkers—Ribbell Head of Special Force—A Visitor from Buffalo—Columbia Credit and Instalment Departments Consolidated.

Heury P. Roberts, who for a long time past has been in charge of the city sales department of Columbia commercial graphophone branch, has resigned from his connection with that company. The city department will in the future be under the charge of Merwin E. Lyle, the assistant to J. W. Binder, general manager of the commercial graphophone department. The offices of this department have been removed from 353 Broadway to the new general offices of the Columbia Phonograph Co., General, on the fifteenth floor of the Tribune building.

* * * * *

W. I. Hance, who has been connected with the Harlem office of the Columbia Phonograph Co., has been transferred to Yonkers, in charge of the company's store in that city. This store is under the direct supervision of J. D. Westervelt, manager of the Harlem branch.

* * * * *

William S. Ribbell has been appointed manager of a special force of men who will look after the outside business from the Brooklyn store of the Columbia Phonograph Co.

* * * * *

S. O. A. Murphy, who is manager of the new branch of the Columbia Phonograph Co. recently established at Buffalo, N. Y., and which is under the jurisdiction of the New York office at 353 Broadway, of which John H. Dorian is manager, was a caller at that office during the past week.

* * * * *

The instalment and credit departments of the Columbia Phonograph Co. have been consolidated and will in the future be under the management of Messrs. F. A. Dennison and J. A. Morrissey, who will have offices at the Columbia wholesale warerooms at 353 Broadway. This change was made necessary by the greatly increased business in both of these branches being done by this company.

NO DEVIATION IN EDISON PRICE.

Geo. D. Hampton Piano Co., Newport News, Va., writes the National Phonograph Co. as follows: "Recently our Mr. Hampton accidentally came across a man who buys everything possible from department, bargain house and catalogue stores. In fact, the man makes a fad of this class of purchases. Incidentally the conversation drifted around to Edison phonographs, and he told Mr. Hampton that he had written to every bargain house he knew, looked up all the catalogues of mail order houses, etc., and had been unable to strike a variation in price from that quoted in direct Edison advertisements, or the prices we had shown him on our wall as dealers' retail prices. Knowing the man as we do, we can realize what this means better than you. But it certainly proves the care you have taken to prevent injury to the trade and your goods by price cutting. And you will permit us to express our highest compliments to you for your thorough system and constant watchfulness regarding this particular feature of the phonograph and record business. As dealers we appreciate it most highly, as every one connected with the distribution of Edison goods must do."

The Cable Company's Richmond store, under the management of J. G. Corley, are pushing the new Victor talking machine line in a very aggressive manner. They have in stock over 10,000 records, including the latest operatic selections, and have already built up a most satisfactory trade.

W. A. Lawrence, of the Standard Metal Mfg. Co., Newark, N. J., and New York, who started on a western trip on January 21, returned east early in the month. He called on the trade in Philadelphia, Pittsburg, Cincinnati, Chicago, Louisville, Ky., and St. Louis Mo., and booked a number of fine orders for their different patterns of horns.

Mr. Metropolis—You should see our new Hall of Records.

Miss Country—Disc or cylinder?

The Piano & Organ Supply Co., of Chicago, have recently installed fourteen additional automatic machines in their action department, and more are coming. This has been found necessary in order to cope with their growing business.

Do your Records make that SCRAPING, hissing, grating sound? If so,

RECORDINE

WILL REDUCE IT TO ALMOST NOTHING.
WRITE FOR OUR CIRCULAR, TO-DAY.

RECORDINE MFG. CO.,

Corner 130th Street and 4th Avenue,

NEW YORK CITY.



Mr. Dealer:

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

Victor Jobbers.

STANLEY & PEARSALL,

541 Fifth Avenue, N. Y.

CLEVELAND'S INTERESTING NEWS BUDGET.

Continued Prosperity Evident in All Lines of Trade—The Devineau Biophone Co. Place New Horn on the Market—The Gaumont Chronophone to be Made in Cleveland by a Strong Organization—Is a Union of the Phonograph and Moving Picture Machine—Interesting Chat With Max Factkenheuer Regarding the Plans of the Company—Victrolas in Great Demand—The Commercial Graphophone Grows in Favor—Berger With Devineau—Death of C. W. Benton—Probeck's Good Report—Wm. McArdle a Visitor—Columbia Operatic Records Displayed—Talking Machines for Railroads—The News of the Month.

(Special to The Talking Machine World.)

Cleveland, O., Feb. 10, 1907.

On every hand is evidence of continued prosperity in the talking machine trade. The dealers are all busy, and the volume of business in January was exceptionally large. One cause, if not the principal one, traceable to the increase of customers and sales, is the increase in publicity. Dealers are giving more than usual attention to advertising, and circularizing, and with the more elaborate efforts of the manufacturers to sustain and increase the demand, as evidenced in the elaborate exposition of their goods in The Talking Machine World, a decided impetus to trade is manifest all along the line.

A noticeable feature of the business is the constantly increasing call for the best machines and records. Customers are no longer satisfied with the cheaper grades, and it is becoming quite common for those already possessing a machine to express their desire to trade for the best machine to be obtained, regardless of price.

More satisfactory receipts of shipments are noted than for some time past, and dealers are getting in large supplies preparatory to any increasing demands of the spring opening. There is a general optimistic feeling regarding the prospects, and the dealers all seem to be working with a view to the fulfilment of their desires.

The Devineau Biophone, an attachment to play disc records on cylinder machines, the invention of Louis Devineau, is meeting with public favor, and good sales are reported. The attachment is simple in construction, easily adjusted, and virtually makes two machines of one.

Mr. Devineau has also recently placed on the market a new horn. He says everybody who has tried it is enthusiastic over it. It is being manufactured by the Devineau Biophone Co., of this city, of which Mr. Devineau is president, and he states they are being flooded with orders.

The recent consolidation of the Smith & Nixon business with the Hallet & Davis Co. will make no change in the talking machine department, which will continue at the same address, 40-44 Arcade, under the management of Mr. Ritter, who reports business up to the usual standard.

Max Factkenheuer, manager of the Euclid Garden Theater, and of the Hippodrome, now building in the downtown section, returned from

Europe a few days ago, bringing with him contracts that placed him and his associates in control of an invention which it is claimed promises to revolutionize the whole moving picture show business. He talks of this invention, its capacities and its future in an enthusiastic manner, but apparently quite in keeping with the reports of its success in the land of its birth.

"When I was in Berlin, in the interest of the new Hippodrome," said Mr. Factkenheuer, "I frequently passed a sign in front of one of the halls announcing that a certain grand opera artist would sing there that afternoon or some distinguished actor would appear, or that there would be a grand ballet headed by the premiere of the Royal Opera House. As the price of admission was put at only ten cents, I looked upon the thing as a huge joke, a kind of Coney Island flim-flam. Then it occurred to me that the German law was very stringent. If an act was advertised it had to be given in just that way. The theaters had to live up to the billboards or there would be trouble.

"This show was going right along, and I thought it couldn't be a fake or the police would have stepped in. So I invested ten cents, expecting to see something very ordinary. I was astounded. What I did see were moving pictures colored to the very hues necessary. And the figures in these pictures not only went through all the familiar motions as we see them in biographic pictures here, but they talked and sang. Everything was so adjusted that it was in perfect time. I saw, for instance, Herr Kraus, the tenor of the Royal Opera House, whom I had heard in Wagner just a night or two before, step to the front of the stage, open his mouth and then I heard his solo. It was perfect. I remember they gave the Sylvia ballet that afternoon, and I could distinctly hear the full orchestra just as well as if it had been playing, and the dancers kept time with it in every way. Why, I even heard the castanets as the dancers clicked them together.

"I was simply fascinated—rather, I may say, wild over the idea—and at once hunted up the man, Herr Meesters, who had invented the machine, and began negotiations for the rights to it. Then I came home and organized a stock company, and after a lot of hard work the com-

pany I represent has secured the rights for the United States, Cuba, Honolulu, Porto Rico and Alaska, to manufacture, sell and operate the chronophone. And we have the further right to the exclusive sale of all the talking and singing films that use the English language.

"Before our negotiations came to a head, Herr Meesters joined forces with L. Gaumont, the French inventor not only of the cinematograph but an improved phonograph as well as one of the biggest cameras in the world. He has improved upon the original Meester machine and is a large stockholder in the \$1,000,000 company I have just formed here to exploit this invention.

"Cleveland will be the headquarters, and we will have a factory here for the manufacture of the machines and films. It will be in charge of the foreman of Herr Meesters' factory in Berlin. It will take some time to build and equip the factory we contemplate, so I have ordered 100 of the German machines, and they will be here within a month or so.

"It is our purpose to lease the machines to exhibitors all over the country, and we shall operate our own theaters as well. I expect we shall have a circuit of 200 within a year, as our plans are far-reaching. All the foreign films will be on our list, but we shall make a specialty of American films.

"We shall have an agency in New York, where we shall arrange to get scenes from the big operas, with the great foreign stars singing in them. The Cleveland citizen for ten cents can sit down and for half an hour hear the great singers of the rival opera houses in New York act and sing for him just as they do on their own stages. We shall have all the foreign stars, too, the great dancers of the world, and scenes from the great plays. And I shall try to get the New York theatrical managers to let us give scenes from their successes before they come here.

"This chronophone is a union of the phonograph and the moving picture machine. It works synchronously, so that the speech goes with the action at the right time. You see and you hear as you would in life. Then the films are colored, and it will require little imagination when one sees and hears the scenes from plays and from operas, and sees the dancers and listens to the orchestras, to believe that everything is real. The chronophone is the most marvelous thing in the world in its line. I don't say this because I have control of it, but because it is so. It will revolutionize the present moving picture business, and will cut heavily into the regular theaters, too, when it gets to going all right. For ten cents we will give a show of some six features, and that will be fully as much amusement as the average person will want at a time.

"We are now looking for a site for the factory, and just as soon as the expert comes from Berlin

SEND YOUR ORDERS TO

GRINNELL BROS., DETROIT

Extensive VICTOR and EDISON Distributors

ENLARGED and excellently equipped quarters, devoted exclusively to the wholesale Talking Machine business, enable us to give service unexcelled for promptness and accuracy. Orders invariably filled same day received, and none but absolutely new goods sent out under any circumstances.

PERFECT
GOODS
PERFECT
SERVICE
PERFECT
SATISFACTION

WE carry an immense stock of everything in VICTOR and EDISON goods—Machines, Records, Horns of every description, Cranes, Record Cabinets, Needles, etc. No matter where located it will pay you to open an account with us. Write for our Catalogues and prices, and DO IT TO-DAY!

Talking Machine Dept. GRINNELL BROS. Detroit, Michigan

we will begin its erection. In the meantime we will start with the 100 machines I bought while abroad. The pictures which the chronophone throws on the screen are the clearest I have ever seen, and there is no rasping noise in the music or voice."

W. J. Roberts, Jr., expressed himself well pleased with conditions. "Business," said he, "was very fine all during the month of January—much better than I had anticipated it would be after the unusual large holiday trade, but it is keeping right up, and if anything increasing. During the month I was compelled to increase my force, and if business keeps up to the high mark of the present will soon have to enlarge the store. Sales of Victrolas are increasing, and the manufacturers are beginning to meet the requirements of the trade."

The commercial graphophone department of the Columbia Phonograph Co. is proving a fine success. "January," said H. E. Jones, manager, "made good its promises, and developed into one of the largest month's businesses this department has yet experienced. The demand for commercial graphophones was so active as to make it quite a task to procure a sufficient supply of them to fill orders. The new type commercial machine seems to impress all who see it as being close to absolute perfection for its purpose, and have been ordered faster than we can get them from the factory. The outlook for future business seems brighter than ever, and immediate prospects would indicate that February will run January close for action demand. Altogether it would seem as if, in the words of a customer, the day of shorthand is passed, judging by the constantly widening demand for our machines, and the invariable enthusiastic approval of those who install them in their offices."

L. L. Berger, now with the Devineau Biophone Co., was formerly (several years since) manager of the Berger Phonograph Co., located in the Arcade, which was the old Edison Phonograph Co., the first talking machine company established in Cleveland. Mr. Berger disposed of his interest in the company, and embarked in other enterprises until he engaged with the Devineau Co., introducing the biophone attachment to the jobbing trade.

W. H. Buescher & Son report trade excellent, and judging from the quantity of incoming and outgoing merchandise, they certainly ought to feel that the Lord is kind to them. "We have more trouble," said Mr. Buescher, "in getting supplies than we have in selling them. Our business is keeping up finely and increasing from

month to month. Our sales for January exceeded the sales of the corresponding month of last year."

T. H. Towell, manager of the Eclipse Musical Co., No. 714 Prospect avenue, is a very busy man these days. He had promised your correspondent an interview, but left word with his assistant that he was so busy in the store, the city and out of town, that he hadn't a moment to spare. Business was reported to have been good throughout January, and was keeping up in fine style in both the wholesale and retail departments. Mr. Towell gives his personal supervision to the general details of the company's business.

Charles W. Bentou, who for the past twenty-five years had been city salesman for the Hallet & Davis Piano Co., retiring from their employ six months ago, was instantly killed at his home at Conneaut, O., February 1. Benton had been cleaning the snow from the roof of his house, and started to descend the ladder, when it slipped, precipitating him to the sidewalk, fifteen feet below, breaking his neck.

Mr. Probeck, manager of the Columbia Phonograph Co., stated the prosperous conditions prevailing for several months past, still continued, and that the volume of business was increasing. Sales of machines are being made daily, and the demand for records is large. The new Columbia 12-inch disc records, sextet from Lucia, overture to Semiramide, overture to Poet and Peasant and Sweet Longing Romance, are selling well.

Hugh Gulley, No. 924 Prospect avenue, is having a fine trade. He stated he had an exceptionally fine run of business in January, and had been compelled to put on extra help. "The demand for records," he said, "and of the best, is constantly increasing. I am completely sold out of Victrolas, and have several orders booked for future delivery, as soon as they can be procured from the manufactory. Conditions are all entirely satisfactory."

William McArdle, representing the Hawthorne & Sheble Manufacturing Co., of Philadelphia, was in the city February 4. He stated business in the talking machine line was fine, and that he was receiving orders for large numbers of horn cranes. His trip West was only as far as Cleveland, and he returned via Youngstown and Pittsburgh.

Business was reported rather quiet at Callister & Sayle's, except in records, for which there is a steady call. They have been stocking up with machines, records and supplies of all kinds

pertaining to the trade, and are prepared to supply any demand.

The talking machine department of the May Co. is doing a fine business, as is also that of Flesheim & Smith, and the other stores making a side line of this business.

The Columbia Phonograph Co.'s windows present as neat and pretty appearance as ever this month. The record supplements of the company are placed to show a large red heart as a background for the picture of a lovely girl listening to a graphophone. The supplements are also used as a border around several large red hearts of paper. On the center of each heart rests a Columbia disc graphophone, while a handsome poster represents the Geisha mother of Puccini's "Mme. Butterfly," and is intended to advertise the selection, "Che tua Madre," an excerpt from this popular opera. The second window shows the difference between the long and short mandrel graphophone. The one-half-foot record has a small foot rule laid alongside, and nearby a one-half-foot cylinder machine (type B F) has a rule attached to the mandrel, showing length of same. In the window is also a graphophone of the regular short cylinder size, the length of which is indicated by rules attached.

In investigating the cause of the wreck on the Southern Railway, in which the president of the road, Samuel Speucer, was killed, a controversy arose between two telegraph operators regarding the sending of a train order. As a result of this dispute it is being advocated by railway officials to have a phonograph located beside the telegraph instrument of railroad operators so that there will be a complete, infallible record made of every click of the key of the operator. It is pointed out that to ascertain what message an operator has sent at any time the phonograph record would only need to be revolved and the sounds would be distinctly reproduced. Any person familiar with the telegraph code could as readily read the reproduced sounds as he could the original transmission. It is argued that with this check upon them railroad operators would be compelled to be extremely cautious, as an accurate record of their work would be subject to inspection at any time.

REGINA CO. EDISON JOBBERS.

Purchase the Edison Jobbing Business of Sol Bloom—This With Their Present Line Gives Them a Strong Array of Instruments.

The Regina Co., of 41 Union Square, have entered the lists of the Edison jobbers, having purchased the Edison jobbing business of Sol Bloom, at 3 East 42d street, during the past week. This move has been under contemplation for some time past, and its culmination in connection with their distributing privilege from the Victor Co., places them in a good position to conduct a vigorous wholesale campaign. J. B. Furber, the president of the company, left for a short trip through the West the middle of the week. The new tapering arm Reginaphone brought out by the Regina Co. is now on exhibition at their New York warerooms, and should prove a good selling proposition for their trade. It is a combination of one of their popular sized music boxes and first-class taper arm talking machine, the combination being put out at but a little more than the price of either one singly. Louis Silverman, their wholesale representative, is in town for a few days, and says that business on the road so far this year has been excellent, and that he looks forward to a record breaking spring.

TO CHANGE LOCATION.

George A. Gustin, agent for the Columbia Phonograph Co. in Baltimore, has decided to change the location of his headquarters from the present site, on North Howard street, to 222 West Lexington street. He will occupy the whole of the new building. The salesrooms will be of the most modern type. Mr. Gustin says that the new place will be ready for occupancy by the first of March.

Hebrew Records that Delight the Purchaser

AND PAY THE BEST PROFITS



YOU will find that Hebrew Records bearing the Blue Label are the best kind of a selling proposition, because you can offer your customers

Superior Records at the Regular Price.

They possess that remarkable clearness and purity of tone which commend them to the most critical.

Put yourself in a position to handle the Hebrew Record Trade of your territory properly, and you will find it paying you handsome returns.

Send us your order right away, and get ready to take care of the Spring and Summer trade.

DON'T DELAY

WRITE US TO-DAY

The United Hebrew Record Co.
257-261 Grand St. New York City

TWO FUNDAMENTAL PATENTS FINALLY SUSTAINED.

Decision Reversing Judge Hazel in the Jones Duplicating Patent Handed Down Jan. 14—The Victor Co.'s Contention on Disc Material Set Aside—Essential Features of the Opinions Handed Down by the United States Circuit Court of Appeals in Cases That Vitally Affect Talking Machine Interests—Statement by Philip Mauro, the Columbia Co.'s Counsel.

A decision reversing the opinion of Judge Hazel was entered Jan. 14 in the United States Circuit Court of Appeals, second circuit, in which the validity of the Jones patent (No. 688,739, granted December 10, 1901), for duplicating disc records, was sustained. The case in suit was that of the American Graphophone Co., complainants, against the Universal Talking Machine Co. and the American Record Co., joint defendants. Judge Hazel, United States Circuit Court, southern district of New York, on February 19, 1906, held "that the patent in suit is anticipated by the prior art," and dismissed the bill with costs. This is considered one of the most important cases on talking machine patents that has been before the court in years, dating back to 1901, when the first suit was brought against the Universal Company by the patentee. Later the American Graphophone Co. acquired title to the patent, and was substituted as the complainant, and from time to time during the subsequent four years testimony was taken by both parties. Prior to May, 1905, when argument was to be heard by Judge Platt, the American Record Co. was proceeded against also, and then the latter prevailed upon the court to postpone the hearing until the fall, when both cases could be brought on simultaneously, and in the intervening period further testimony was taken.

The defense was greatly elated over Judge Hazel's opinion, and it must be admitted that fully nine-tenths of those at all familiar with talking machine patent matters declared the Jones patent would not be held valid. The complainants, however, thought differently, and carried the case up for review to the United States Circuit Court of Appeals, where argument was made before Judges Wallace, Lacombe and Town-

send. Their decision, reversing the court below, was written by Judge Townsend, and of which the appended are the essential features:

PRIOR PATENTED PROCESSES REVIEWED.

The court below, upon a well-considered and exhaustive discussion of the patented process and of the prior art, and of the other evidence, held that the patent disclosed a patentable process, but said as follows: "The step by which the tablet is cut into or engraved by the lateral movement of the stylus instead of such undulations being traced or etched, was perhaps a step forward; old ideas and suggestions, however, which are found in prior publications, were used to produce the better result. This achievement did not involve the ingenuity of an inventor, but comes within the limit of the skilled in that class of workmanship."

The facts chiefly relied on to support this conclusion as to invalidity of the patent are the following: The patented process applied to cylindrical records of varying depth was described and shown in the prior Young patent, which purported to cover "Improvements in connection with (inter alia) gramophones," thus, it is claimed, implying the process applied to a disc. The prior Edison British patents referred to phonograms, "in the form of a disc . . . and the marks are to be either in straight lines, spiral, zigzag, or in any other convenient form," and stated that "the reproduction of the phonogram from a matrix . . . may be made upon a . . . plate." The prior unexpired Bell & Tainter patent, No. 341,214, was, broadly, for the process of cutting or engraving sound records in wax.

But, even if, for the sake of the argument, we assume the correctness of the assertions of the complainant, in this record and other wise, as to the broad scope of said Bell & Tainter patent and the effect of its disclosures, it is clear that no actual inventor of the improvement covered by the patent in suit would have been deterred by any such apprehensions from applying for a patent for such improvement. In fact, no such excuse appears to have been thought of or suggested by counsel or experts for defendant in the suit against the defendant, the Universal Co. The court record of the Bell & Tainter patent shows that the would-be improvers upon the art therein disclosed

continually and persistently patented and defended constructions which embodied the inventions described therein. The defendant, the Universal Co., commenced its infringement of the patent in suit more than a year before the expiration of the Bell & Tainter patent. And the Bell & Tainter patent did not deter this patentee, Jones, from seasonably filing his application in 1897.

CONFESSED SUPERIORITY OF JONES' METHOD.

In view of the now confessed superiority and commercial success of the product of the patent in suit, it may safely be assumed that its inventor by obtaining a patent might at any time have secured, by license or otherwise, a substantial consideration therefor. In any event, he might have applied for the patent, and thus placed himself in a position to commence operations thereunder immediately upon the expiration of the Bell & Tainter patent. And it is a sufficient answer to the testimony of Berliner, quoted above, that he was not in fact deterred by any such considerations when he applied for a patent for the invention in suit before the expiration of the Bell & Tainter patent.

An examination of the Bell & Tainter patent shows that the assumptions as to its broad scope are without foundation. There is not a word of reference in the specifications to the engraving laterally of undulating records, or of any records of uniform depth. And the experience of complainant with said patent, and the evidence as to the experiments of Tainter, one of the patentees, in connection therewith, show that it never served as a disclosure of the process of the patent in suit. Even the complainant, which was the owner of the Bell & Tainter patent, never succeeded in obtaining a practical disc record until it adopted the process of the patent in suit.

As to the prior Edison patents, it is evident, as the court below suggests, that he "had in mind a record of the vertically undulating type." That he never had in mind the flat disc Jones record is sufficiently shown by the failure of defendants to introduce any evidence that he ever applied his invention to the production of such discs. The arguments based on the prior Berliner patents, as a disclosure of the process of the patent in suit, are sufficiently disposed of by the foregoing considerations, by the finding of the court below that "the series of acts described in the Jones patent produced a definite and useful result essentially different from that described in the patents to Berliner" by Berliner's failure to claim that said patents disclosed said invention, and by his oath in his application for a patent for said process that it was a patentably novel invention, and by the fact that the process of the patent in suit has completely displaced that of the Berliner process.

BERLINER NEVER DEvised A DUPLICATING PROCESS.

Furthermore, Berliner, in his Franklin Institute lecture in 1895, described a method of making duplicates

HERE YOU ARE

RECORDOL

IT CLEANS, POLISHES, LUBRICATES

CYLINDER RECORDS

RECORDOL will improve an old cylinder record in appearance and tone 100 per cent. In fact make it like new. It will bring out the brilliant tone which is so sought after. It is harmless and efficient and can be applied in a few moments by anyone. Retail price \$1.00 per box, containing enough to clean, polish, lubricate and preserve 300 Cylinder Records. It is put up in a neat can. Sample sent to anyone in the trade upon receipt of 50 cents, in stamps or P. O. Order. DEALERS CAN MAKE THEIR OLD STOCK OF CYLINDER RECORDS like new. Write at once for circulars.

RECORDOL CO., 108-110 East 125th Street, NEW YORK

from his etched zinc discs, and stating the objections to practical use, concluded that these objections would shortly be obviated. Ten years later, when he was called as a witness in this suit against the American Record Co., he fails to state that he ever overcame said objections or devised a practical method of duplication, but merely says that because of the Bell & Tainter patent, "I felt that there was no use in following up a method of cutting a record in wax or other solid material."

The Young British patent, No. 1,487, is manifestly the closest reference in the prior art, for it discloses substantially the process of the patent in suit applied to the production of vertically undulating grooves in a cylindrical record. . . . But the language of the Young specification would seem to indicate that the patentee, like Edison, had in mind the application of his process to cylindrical records only. . . . Furthermore, the steps in the specified process indicate that they are to be taken in connection with a cylindrical record, and involve the destruction of the original and the collapsing of the duplicate, with the consequent risk of injury.

The court below, in a full, fair and accurate presentation of all the material and salient facts in this case, has held that the patented process produced a novel and useful result, but that it was within the limit of the skilled workman. It is upon this latter point that we feel constrained to differ with the court below. We think that it gave too much weight to the effect of the disclosures of the Young patent. And we conclude, in the light of the prior art, that the changes from Young to Jones involved invention, because, inter alia, Jones was practical, Young was impractical. Young was before the public for six years before any "skilled artisan" succeeded "in adjusting the various elements so that a flat sound record of the type in question could be produced," and no one prior to Jones saw that it could be adapted to a practical disc record with lateral undulations; there were inherent objections to the practical production of varying depth records, which Jones found did not exist when the known or suggested processes were applied to laterally undulating grooves of even depth. If further evidence of the patentable novelty of the Jones process be sought, it may be found in the deposition of Charles S. Tainter, a graphic record of unsuccessful efforts, unrealized anticipations and abandoned experiments.

PERSUASIVE EVIDENCE OF INVENTION.

Where an existing process or device thus discloses what appear to be insuperable objections to practical operation, it is persuasive evidence of invention that an improver has the foresight and courage to break away from such disclosure and conceive of some new method involving a different principle; but it is also evidence of invention if one by taking a step forward sees that what appeared to be barriers to progress are mere obstructions to side-paths and by-ways, and that the road to a practical invention lies straight before him. The record of the litigation involving the patentability and infringement of the device employed in this new sound-producing art shows that inventors and skilled mechanics were engaged in a struggle to devise and construct improvements upon the existing devices, to overcome the objections to their practical operation and thus widen their field of use.

In the case at bar, it is shown that it did not occur to any one before Jones that the old use of the varying depth process on cylindrical records could be adapted to a new use with a uniform depth process on flat records with a useful and practical result.

The courts have generally found it inadvisable to attempt to define invention, and, concluding that there

are no affirmative rules by which to determine its presence or absence in every case, have recognized and applied certain negative tests to establish want of invention. Walker on Patents, Sections 24, 29. But where, upon the application of these tests, the question of invention is still left in doubt, such doubt may be resolved in favor of the patent by evidence of successful results where others had tried and failed. This doctrine has not only been repeatedly asserted and applied by the United States Supreme Court, . . . but by this court in numerous decisions, where, as in the case at bar, it was argued that the means provided were so simple and obvious that they could not have involved invention. . . . (Here a lengthy citation from previous decisions to illustrate this dictum was quoted.) Upon the same ground, in Brown against Huntington Piano Co., this court sustained a patent for a minor improvement in making the adjustment of a music desk on a piano automatic.

In these circumstances, the disc produced by the patented process responds to the test of success where others have failed. But in addition to this inventive success it is also a commercial success. And this success is not subject to the criticism that it is due to extensive advertising, or the attractive manner of placing the articles before the public, or "the energy with which they were forced upon the market." Nor is the disc merely such an element of a device that its sales may be ascribed to the popularity of other elements thereof, or of the entire organism.

VALIDITY OF JONES PATENT ESTABLISHED.

The patentable novelty of the process of the patent is not only indicated by large sales, but also by the unassailable evidence of that most sincere form of flattering recognition, namely, imitation and appropriation by rival manufacturers. In short, it has, so far, supplanted all other methods previously used, that, apparently, all disc records are now made by said process, and complainant's chief competitor admits that it has discarded its own patented etching process and has substituted therefor the process of the patent in suit.

The validity of the patent is thus established by commercial success, resultant solely from inventive success, and such extensive public use as to supersede discs made by other processes, which is "pregnant evidence of its novelty, value and usefulness." As to the objections raised that the patent in suit covers a mere mode of operation, we concur in the conclusion of the court below that the process of the patent in suit was a patentable one.

The contentions in support of the defense of non-infringement do not require extended discussion. The defendant, the Universal Co., denies infringement, under a claim that its tool does not cut or engrave its soft material, but displaces it. It does not appear from the evidence that defendant does not use the patented process in making its commercial records. The result of an inspection thereof indicates that they are formed by "cutting or engraving upon a tablet of suitable material, by means of . . . a suitable stylus," as claimed in the patent in suit. Therefore, as this court said in Hemolin Co. vs. Harway Co., "if the defendants can prove to the contrary, they should do so."

The defendant, the American Record Co., denies infringement, on the ground that it does not impress the matrix of the patent "into a tablet of suitable material," because it interposes a process of making an additional matrix, not included in the patented process, and impresses this additional matrix into the material. In effect, it claims that although it employs the first process of the patent to make the matrix and the last process of the patent to make the commercial record,

yet because of the interposition of a superfluous additional duplicating process it escapes infringement. It is unnecessary to refer to the authorities that such a claim is without merit.

The decrees are reversed, with costs, and the causes are remanded to the court below, with instructions to enter decrees for injunctions and accountings, in accordance with this opinion.

MAURO REVIEWS DECISION.

The Well Known Counsellor Furnishes an Interesting Analysis of Litigation.

Philip Mauro, counsel for the American Graphophone Co. (manufacturers of the Columbia Phonograph Co.'s products), in referring to the foregoing and appended decisions, said to The World:

"The United States Circuit Court of Appeals, in this circuit, composed of Judges Wallace, Lacombe and Townsend, have handed down three decisions which are of great interest to the talking machine trade, and very far reaching in their consequences. Two of these suits are on the well-known Jones patent, which covers the process now universally employed for the manufacture of disc sound records. The effect of this decision will be to give the American Graphophone Co. complete control of the manufacture and sale of disc sound records in the United States. The Victor Talking Machine Co. some years ago secured a license under this patent. No other company is as yet licensed.

"The third case was a suit brought by the Victor Talking Machine Co. against the American Graphophone Co. upon the Berliner patent for a hard rubber record. The Victor Co. contended that while the disc records of the present day are not made of hard rubber, they are made of a substance so nearly resembling hard rubber as to be an equivalent thereof, and to be fairly included in the scope of the Berliner patent. In the Circuit Court Judge Hazel held that the patent was limited strictly to hard rubber; and this decision the Circuit Court of Appeals has now sustained.

"These decisions are final, and as they proceed from the most eminent patent judges of the United States, they may be regarded as the termination of a long and very interesting litigation."

Judge Townsend also wrote the opinion on the appeal from Judge Hazel's construction of the hard rubber claims of the Berliner patent, which, after omitting the technical extracts from patent specifications and judicial decisions thereon, may be briefly summed up as follows:

Summary of Disc Material Decision.

"The court below reached the conclusion that the sound records of the defendant did not infringe the claims in suit, for the reason that said claims were limited in terms and in fact to an article of manufacture composed of hard rubber. An examination of the file wrapper confirms the correctness of this conclusion. It appears therefrom that the patentee [Berliner], by reason of the rejection of his broad original claims, was forced to substitute the narrower claims upon which the patent was finally allowed.

"The patentee, having selected a well-known product, having well-known characteristics which made it desirable for reproducing records, invented and patented a novel means for overcoming the obstacle or objection involved in its use, and he is entitled to the benefit of this invention. But upon the familiar principles applied in such cases, his action was equivalent to a notice to the world that it could make any other duplicate records, provided they were not the records limited as specified and claimed in his patent. . . .

"If this patent had issued with a broad claim for an article produced by such process in materials other than hard rubber, said patent would have involved invention and would have been infringed by defendant. And in affirming the court below in dismissing this bill, we are merely applying the rule of law, stated above, in holding that the patentee abandoned or waived his right to insist upon such a broad construction of the claims for a product as would embrace the defendant's disc. . . . The fact that they look alike is immaterial. . . . The decision is affirmed with costs."

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MME. NORDICA WITH COLUMBIA CO.

The Famous Operatic and Concert Singer Will Make Records Exclusively for This Company—An Important Acquisition.

The Columbia Phonograph Co. have made quite a stir recently by augmenting the list of notable artists who are making records for them. Only recently The World announced that Bonci, the famous tenor at the Manhattan Opera House, was now making records for the Columbia Phonograph Co., and this week another great personage has fallen in line in the person of Mme. Lillian Nordica, the celebrated artist who has sung with such great success at the



MME. LILLIAN NORDICA.

Metropolitan Opera House, and who is appearing this season with the San Carlo Opera company. Mme. Nordica is one of the most celebrated operatic and concert singers of the day, and her fame is world-wide. She is to sing exclusively for the Columbia Phonograph Co. It is expected that the Nordica records will be ready for the trade at a comparatively early date. It is hardly necessary to say that there has been brisk competition to secure this great artist, and that she has joined the Columbia forces is certainly something of which they can well feel proud.

OUR FOREIGN CUSTOMERS.

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

(Special to The Talking Machine World.)

Washington, D. C., Feb. 6, 1907.

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:

JANUARY 7.

Amapala, 12 pkgs., \$213; Antwerp, 50 pkgs., \$430; Berlin, 181 pkgs., \$4,193; Bradford, 48 pkgs., \$328; Buenos Ayres, 49 pkgs., \$243; 5 pkgs., \$600; Cardiff, 19 pkgs., \$161; Glasgow, 38 pkgs., \$307; Greytown, 3 pkgs., \$108; Guayaquil, 5 pkgs., \$142; Havana, 23 pkgs., \$463; La Guayra, 12 pkgs., \$672; Leeds, 45 pkgs., \$325; Liverpool, 242 pkgs., \$2,247; London, 3 pkgs., \$160; 27 pkgs., \$7,440; 1,137 pkgs., \$13,000; Manchester, 190 pkgs., \$1,126; Manzanilla, 11 pkgs., \$762; Melbourne, 33 pkgs., \$1,309; New Castle, 11 pkgs., \$104; Panama, 4 pkgs., \$308; Para, 12 pkgs., \$567; Santiago, 7 pkgs., \$149; Sheffield, 40 pkgs., \$263; Trinidad, 7 pkgs., \$106.

JANUARY 14.

Auckland, 2 pkgs., \$130; Berlin, 172 pkgs., \$2,115; Bradford, 48 pkgs., \$290; Brussels, 50 pkgs., \$265; Callao, 2 pkgs., \$145; Cardiff, 19 pkgs., \$162; 36 pkgs., \$422; Glasgow, 25 pkgs., \$130; Guayaquil, 1 pkg., \$120; 4 pkgs., \$259; Hamburg, 1 pkg., \$100; Leeds, 28 pkgs., \$241;

Liverpool, 221 pkgs., \$1,317; London, 1,150 pkgs., \$17,904; 5 pkgs., \$375; Manchester, 180 pkgs., \$1,075; Natal, 2 pkgs., \$100; New Castle, 11 pkgs., \$106; Neuvas, 7 pkgs., \$118; Progreso, 13 pkgs., \$187; Santa Marta, 7 pkgs., \$638; Sheffield, 40 pkgs., \$257; St. Petersburg, 39 pkgs., \$1,285; Sydney, 276 pkgs., \$5,135; Tampico, 2 pkgs., \$157; Vienna, 17 pkgs., \$867; Warsaw, 5 pkgs., \$107.

JANUARY 21.

Belfast, 27 pkgs., \$200; Berlin, 268 pkgs., \$9,539; Bombay, 3 pkgs., \$164; 20 pkgs., \$321; Bradford, 23 pkgs., \$153; Brussels, 50 pkgs., \$260; Buenos Ayres, 6 pkgs., \$675; 59 pkgs., \$3,432; Cardiff, 12 pkgs., \$389; 80 pkgs., \$516; Ceara, 3 pkgs., \$207; Colon, 6 pkgs., \$361; Corinto, 12 pkgs., \$414; Genoa, 16 pkgs., \$528; Hamburg, 2 pkgs., \$230; Havana, 13 pkgs., \$597; 19 pkgs., \$1,278; Havre, 4 pkgs., \$712; 9 pkgs., \$310; Leeds, 75 pkgs., \$473; London, 25 pkgs., \$1,487; 1,223 pkgs., \$11,502; 5 pkgs., \$174; Manchester, 84 pkgs., \$530; Manila, 9 pkgs., \$463; Mazatlan, 4 pkgs., \$203; Milan, 31 pkgs., \$1,178; New Castle, 21 pkgs., \$199; Para, 2 pkgs., \$154; Rio de Janeiro, 3 pkgs., \$189; Vera Cruz, 604 pkgs., \$5,513; Yokohama, 56 pkgs., \$7,078.

JANUARY 28.

Amapala, 5 pkgs., \$333; 9 pkgs., \$410; Baranquilla, 3 pkgs., \$135; Berlin, 144 pkgs., \$1,953; Callao, 5 pkgs., \$149; Colon, 4 pkgs., \$158; Curacao, 3 pkgs., \$104; Glasgow, 65 pkgs., \$1,121; Guayaquil, 6 pkgs., \$476; Hamburg, 12 pkgs., \$385; Havana, 9 pkgs., \$353; 37 pkgs., \$1,023; Hong-Kong, 4 pkgs., \$123; Iquitos, 2 pkgs., \$138; London, 10 pkgs., \$493; 586 pkgs., \$9,676; Milan, 3 pkgs., \$193; Oruro, 14 pkgs., \$316; Para, 11 pkgs., \$290; Pernambuco, 13 pkgs., \$308; Pevany, 6 pkgs., \$140; St. Petersburg, 47 pkgs., \$2,725; St. John, 22 pkgs., \$251; Shanghai, 59 pkgs., \$1,656; Valparaiso, 25 pkgs., \$1,113; Vera Cruz, 11 pkgs., \$110; Vienna, 27 pkgs., \$1,231.

Since the first of the year Henry B. Babson, of Babson Bros., Chicago, has been east twice. His house is doing a great business.

KANSAS CITY'S STRICT RULING.

All Kinds of Automatic Musical Instruments Must be Removed from Places Where Liquor is Sold—Columbia Phonograph Co. Remove.

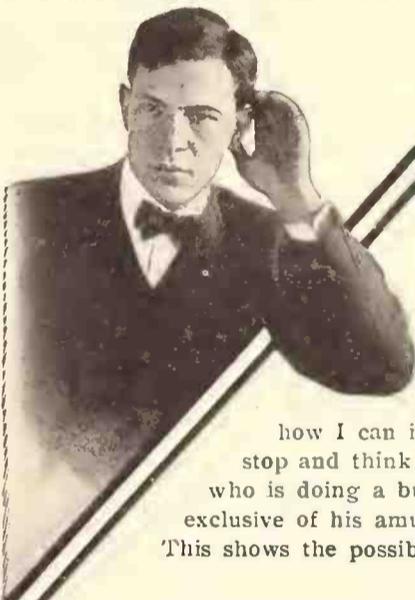
(Special to The Talking Machine World.)

Kansas City, Mo., Jan. 28, 1907.

An edict has gone forth from the new county court of this county to the effect that automatic pianos, music boxes, talking machines, and, in fact, musical instruments of all kinds must not be allowed in saloons. After discussing the matter for more than half a day at a meeting recently an order was issued by the court demanding the removal of all musical instruments from the dramshops of Kansas City and its suburbs. The reason for the order, according to one member of the court, is to make the saloons as unattractive as possible. Keepers of dramshops violating the order are subject to arrest, and may have their licenses taken away.

There were in the city at the time the order was issued about 380 automatic musical instruments owned and leased by five different novelty companies. A majority of these instruments have been removed from the saloons, and are lying idle in the shops of the novelty companies. The dealers are hopeful, however. They say that the order is only an experiment, and that it will not be a long time until they will be able to place their instruments in the saloons again.

The Columbia Phonograph Co. will move their store to 809 Walnut street next week. The new location is provided with much larger display rooms than those in the former store, and testing rooms, with the latest improved acoustic properties, are to be built. When finished these rooms will be the first of their kind ever built in the city. The company have been located in Kansas City for eight years. An unusually brisk trade for this time of the year is reported by S. W. Smith, manager of the store. "We were forced to find a new location, because of the increase in our trade," he said. "Our stock will be doubled almost."



Listen!

to the voice of the greatest and most perfect language teacher in the world. He says—I would like to tell my friends, the phonograph dealers, how I can help them, how I can increase their business from 10 to 30 per cent.,—and just stop and think what this means to YOU. Why there is a dealer out West who is doing a business of \$15,000 a year on his I. C. S. Language Outfits exclusive of his amusement records, outfits, etc. This shows the possibilities that exist in the

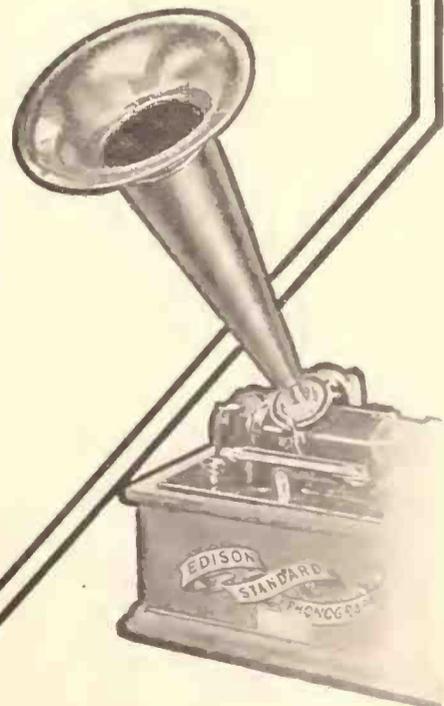
I.C.S. LANGUAGE SYSTEM

WITH
Thomas A. Edison
PHONOGRAPH

Any wide-awake dealer who will give me a fair trial will be helped in every way possible to make a success of his language business. Free advertising literature will be furnished him for distribution, copy for newspaper ads will be given him—in fact everything will be made easy for him to make large sales of Language Outfits, and, thru his increased advertising, to very appreciably enlarge his regular sales. Why not find out in detail what I can do for YOUR particular business? Just write me a postal. Address it to the Professor, care of the

International Correspondence Schools

Scranton, Pa.



Leading Jobbers of Talking Machines in America

OLIVER DITSON COMPANY

Are the largest Eastern Distributors of

Victor Talking Machines and Records

Orders from Dealers are filled more promptly, are packed better, are delivered in better condition, and filled more completely by this house than any other house in the Talking Machine business, so our customers tell us.

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EDISON VICTOR

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

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Southwestern Headquarters for

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EDISON PHONOGRAPH and VICTOR TALKING MACHINES, RECORDS and SUPPLIES

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HARGER & BLISH

Western Distributors for the

VICTOR COMPANY.

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

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

DUBUQUE, IOWA.

PITTSBURG PHONOGRAPH CO.

VICTOR and EDISON
JOBBERS and JOBBERS

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

Minnesota Phonograph Co.

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MINNEAPOLIS

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Edison Phonographs and Records
ALL MACHINES, RECORDS AND SUPPLIES

Write for Prices on Supplies.

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VICTOR TALKING MACHINES,
RECORDS AND SUPPLIES.

LARGEST STOCK, QUICKEST SERVICE. 714 Prospect Ave., Cleveland, O.

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109 N. Charles St.

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All Kinds of Automatic Musical Instruments and Slot Machines.

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LARGEST STOCK OF EDISON PHONOGRAPHS AND RECORDS in the U. S.

Southern California Music Co.

EVERYTHING FOR TALKING MACHINES

Edison and Zon-o-Phone Jobbers

LOS ANGELES, CAL.

KLEIN & HEFFELMAN CO.

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Edison & Victor

MACHINES, RECORDS AND SUPPLIES

Quickest service and most complete stock in Ohio

Jacot Music Box Co.,

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SELF-PLAYING PIANOS.

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

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

Victor Machines and Records

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JULIUS A. J. FRIEDRICH

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Our Motto: Quick Service and a Saving
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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 March list.

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MR. DEALER:

We refer all Talking Machine inquiries coming from towns where we are represented by dealers to the dealer or dealers in that town.



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—AND—
EDISON PHONOGRAPHS

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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 March list.

THE NEW TWENTIETH CENTURY TALKING MACHINE CO.
L. MAZOR, Proprietor
Baltimore Headquarters Zonophone Jobber
Talking Machines and Records. The Biggest Assortment of Hebrew Records.
1423-25 E. Pratt Street, BALTIMORE, MD.

SPALDING & CO.
109-113 W. Jefferson St., Syracuse, N. Y.
JOBBERS
COLUMBIA MACHINES and RECORDS
Also Athletic Goods, Fishing Tackle and Cutlery

TEXAS AS A "TALKER" CENTER.

Trade Unusually Active, Particularly in Northwestern Texas—20th Century Columbia Popular With Arcades—Dorsey Co. Using 15 Commercial Graphophones.

(Special to The Talking Machine World.)
Dallas, Tex., Jan. 5, 1907.

The talking machine business in this city as well as throughout the State, is steadily expanding and there is a growing market for all kinds of talking machine specialties. The people are becoming educated to the fact that the talking machine is no longer a toy, but an artistic entertainer which brings the best in the musical world to their doors. The local branch of the Columbia Phonograph Co. has been steadily en-

larging its roster of new dealers throughout the northwestern part of Texas, the additions being quite numerous during the past few months. Since the Dallas branch has opened the demand for Columbia goods has greatly increased.

The Columbia Twentieth Century graphophone is at present very popular owing to its tremendous volume and purity of tone. It is used by moving picture shows, which are springing up like mushrooms in the larger cities throughout Texas. At the present time Dallas boasts of nine such places of amusement, and all of them seem to be flourishing.

The Dorsey Printing Co., of this city, recently held an office appliance show and made a special feature of the Columbia Commercial graphophone. They are at present using about fifteen of the machines in their establishment.

TOOK ALONG PIANO AND PHONOGRAPH.

William C. Smith, who recently inherited \$1,000,000 by the death of his brother, "Pittsburg Phil," the race track plunger, is celebrating his sudden rise to wealth by making a trip to California in one of the most luxurious private cars of the Pennsylvania Railroad. The horseman is accompanied by his family and a party of sixteen of his neighbors from the Bronx. Mr. Smith also took along a piano and a phonograph for the amusement of his guests while they were not busy seeing sights.

Smith's Piano House, San Francisco, Cal., has put in a complete stock of talking machines, including several of the prominent makes.



For a Powerful Organ-like Tone the New

M. Hohner "TRUMPET CALL" Harmonica

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

No. 220. 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 protrude from the box. No Harmonica of this kind has ever been shown to the trade before, nor is there any which increases the tone so wonderfully. In the hands of an expert player this instrument can be made to sound like a church organ. In producing this instrument the house of Hohner has again shown great results from its constant effort to bring the Harmonica on the level with a high-class musical instrument. The mouth-organ has 10 double holes, 40 reeds, brass plates and is full concert.

M. HOHNER, 475 Broadway, NEW YORK

76 York Street, Toronto, Canada

RECORD BULLETINS FOR MARCH, 1907.

NEW VICTOR RECORDS.

No.	ARTHUR PRYOR'S BAND.	Size.
5005	Blue Jackets March.....Bennet	10
31609	La Lettre de Maouon.....Gillet	12
4981	The Preacher and the bear.....Sorensen	10
31612	Mill on the Cliff Overture.....Reissiger	12
4982	Devil's Dream Reel.....	10
4983	Prince's Reel.....	10
31611	Daube Waves Waltz.....Ivanovici	12
5007	Sing Sweet Bird.....Gauz	10
31610	Spring Greetings.....Benedict	12
4984	The Only One.....Herbert	10
4985	She Waudered Down the Mountain Side.....Clay	10
5008	Killaruey.....Balfe	10
4986	It Ain't All Honey and It Ain't All Jam.....Murray-Everhard	10
4988	There's a Room to Rent in My Heart for You.....Durand	10
4987	I Love the Last One Best of All.....Hein	10
4989	Fever's On.....Fairman	10
4990	Good Night Number One.....Murphy	10
4991	What a Mouth!.....Weston	10
5006	Parodies on Popular Songs (1, 2 and 3) (1) "Why Don't You Try?" (2) "Dearie." (3) "Waltz Me Around Again Willie.".....	10
4992	The Game of Peek-a-Boo ("I'd Like to See a Little More of You.").....	10
4994	Take a Little Ride with Me.....Morse	10
4993	Pass Me Not, O Gentle Saviour.....Crosby-Doane	10
4995	Camp Meeting Time.....Van Alstyne	10
4997	Don't You Want a Paper, Dearie? from "The Rich Mr. Hoggenheimer".....Kern	10
4998	Good-Bye, Sweet Maryland.....Rosenfeld	10
4999	Ground Hog Day at Pumpkin Centre.....	10
5000	Uncle Josh at the Roller Skating Riuk.....	10
5009	Herr Snickelfritz and His Band.....	10
4999	Gate City March.....Weldon	10
5001	Adlyu Waltzes.....Hall	10
5002	Noisemen March.....Brannan	10
5004	Do, Re, Mi, Fa, Sol, La, Si, Do.....Burt	10
4974	Cheyenne Parody.....	10
4887	Sisseretta's Visit to the North.....	10
4401	Every Little Bit Helps.....	10
4970	Whistle It, from "Red Mill".....Blossom-Herbert	10
5003	And a Little Child Shall Lead Them.....Harris	10
4366	O Morning Land.....Phelps	10
5010	Jim Lawson's Hoss Trade.....	10
1315	Where Is My Wandering Boy To-Night?.....Lowry	10
4954	Torear por lo Fino—Sevillanas ("El tipo mas flamenco").....Hernandez	10
4955	Las Hijas de Eva—Romance (Si es que os obligan).....Gaztambide	10
4956	Los Inutiles—Tango (Revista Lirico-Comico).....Palacios-Nieto	10
4957	Marina—Seguidillas (La luz abrasadora de tu pupila).....Camprodon-Arrieta	10
4958	Un Pleito-Caucion (Yo tengo noche y dia).....Gaztambide	10
31606	La Tempestad—Monologo.....Chapi	12
31607	La nina de los ojos azules.....Alvarez	12

THE VICTOR'S SECOND GRAND OPERA.

(Verdi's "Ernani" complete in twenty parts.)

71032	Ernani—Act. 1. No. 1—Beviam, beyiam (Comrades, Let's Drink and Play).....Verdi	12
61167	Ernani—Act 1. No. 2—O tu che l'alma adora (Oh Thou, My Life's Sole Treasure).....Verdi	10
88022	Ernani—Act. 1. No. 3—Ernani Involami (Ernani, Fly with Me).....Verdi	12
61168	Ernani—Act. 1. No. 4—Quante d'Iberia giovani (Noble Hispania's Noblest Blood).....Verdi	10
71033	Ernani—Act 1. No. 5—Da quel di chet t'ho veduta (From the Day when First Thy Beauty).....Verdi	12
61169	Ernani—Act. 1. No. 6—Tu se' Ernani (Thou Art Ernani!).....Verdi	10
74008	Ernani—Act 1. No. 7—Infelice e tu credevi (How I Trusted Thee).....Verdi	12
71034	Ernani—Act 1. No. 8—Vedi come il buon vegliardo (Well I Knew My Trusty Vassal).....Verdi	12

61170	Ernani—Act. 1. No. 9—Finale.....Verdi	10
61171	Ernani—Act 2. No. 10—Esultiam (Day of Gladness).....Verdi	10
61172	Ernani—Act 2. No. 11—Oro quant' oro (I am the Bandit Ernani!).....Verdi	10
61173	Ernani—Act 2. No. 12—La vedremo, o veglio audace (I Will Prove, Audacious Greybeard).....Verdi	10
61174	Ernani—Act 2. No. 13—Vieni meco (Come Thou Dearest Maiden).....Verdi	10
71035	Ernani—Act 2. No. 14—A te scegli, seguimi (Choose Thy Sword, and Follow!).....Verdi	12
61175	Ernani—Act 2. No. 15—In arcion, cavallieri (To Horse, Ye Warriors!).....Verdi	10
55087	Ernani—Act 3. No. 16—O de'verd' anni miei (Oh Bright and Fleeting Shadows).....Verdi	12
61176	Ernani—Act 3. No. 17—Si fidiesti il leon di Castiglia (Rouse the Lion of Castille).....Verdi	10
71036	Ernani—Act 3. No. 18—O somno Carlo (Oh Noble Carlos).....Verdi	12
61177	Ernani—Act 4. No. 19—Festa da ballo—Oh! come felici (Hail Bright Hour of Gladness).....Verdi	10
71037	Ernani—Act 4. No. 20—Ferna crudel, estinguere (Stay Thee, My Lord).....Verdi	12

NEW RED SEAL RECORDS.

88047	Home, Sweet Home.....Payne	12
88048	Triste ritorno.....Richard Barthelemy	12
88049	Ideale (My Ideal!).....Tosti	12
91066	Hamlet—Comme une pale fleur (Like Unto a Flower).....Ambrose Thomas	10
91067	Tannhauser—O douce etoile (Song to the Evening Star).....Wagner	10
91068	William Tell—Sois immobile (Kneel in Prayer, My Child!).....Rossini	10
91069	Rondel de L'Adieu.....Isadore de Lara	10
91070	Noel l'alen.....Massenet	10
91072	Le Soir (At Evening).....Gounod	10
92002	Le Roi de Lahore—Promesse de mon avenir (Oh Promise of a Joy Divine).....Masseuet	12
92003	Herodiade—Vision fugitive (Fleeting Vision).....Thomas	12
92000	Un Ballo in Maschera—Ma dall' arido stelo divulsa (Yonder Plant Enchanted).....Verdi	12
92001	L'Africana—Glia l'odio m'abbandona (All Hate Now Leaves Me).....Meyerheer	12
91071	Il Trovatore—Vivra, contende il giuhilo (Oh Joy, He's Saved!).....Verdi	10
64052	Damnation de Faust—Chanson de la puce (Song of the Flea).....Berlioz	10
64053	Damnation de Faust—Voici des roses (Mid Banks of Roses).....Berlioz	10
64054	Damnation de Faust—Serenade.....Berlioz	10

NEW EDISON GOLD MOULDED RECORDS.

9482	The Uhlan's Call (Eilenberg).....Edison Concert Band	10
9483	The Mountain King (Phillips).....Frank C. Stanley	10
9484	My Irish Rose (Jerome and Schwartz).....Ada Jones	10

9485	Memories of Home (Friedrich).....Edison Venetian Trio	10
9486	We Have No One to Care for Us Now (Henry).....Byron G. Harlan	10
9487	Pedro, the Hand Organ Man (Original).....Len Spencer	10
9488	I've Got a Vacant Room for You (Williams and Van Alstyne).....Bob Roberts	10
9489	High School Cadets March (Sousa).....Edison Military Band	10
9490	In a Chimney Corner (Von Tilzer).....Harry MacDonough	10
9491	Will There Be any Stars in My Crown? (Sweeney).....Anthony and Harrison	10
9492	All In, Down and Out (Smith and Johnson).....Arthur Collins	10
9493	Not Because Your Hair Is Curly (Original)—Xylophone medley made up of three popular songs: "Not Because Your Hair Is Curly," "Won't You Come Over to My House" and "Alice, Where Art Thou Going?".....Albert Benzler	10
9494	Good Bye, Nellie Darling (Morley).....W. H. Thompson	10
9495	Flanagan's Troubles in a Restaurant (Original).....Steve Porter	10
9496	Waiting for a Certain Girl (Carle).....Billy Murray and Chorus	10
9497	Lulu, Ma Luby Queen (Myddleton)—A charming selection.....Edison Concert Band	10
9498	We'll Be Sweethearts to the End (Rose).....J. W. Myers	10
9499	Bake Dat Chicken Pie (Dumont).....Collins and Harlan	10
9500	I Miss You in a Thousand Different Ways (Cobb and Edwards).....Irving Gillette	10
9501	The Guardmount Patrol (Eilenberg).....Edison Symphony Orchestra	10
9502	Merry Whistling Darkey (Anonymous).....S. H. Dudley	10
9503	Rudolph and Rosie at the Roller Rink (Original).....Ada Jones and Len Spencer	10
9504	Beauty's Eyes (Tosti).....Edison Male Quartet	10
9505	The Record March (Englemann).....Edison Military Band	10

NEW COLUMBIA 10-INCH DISC RECORDS.

2569	Motor March (George Rosey).....Vess L. Ossman	10
3570	Sweet Birdie Polka (J. S. Cox).....Marshall Lufsky	10
3571	Iola—An Indian Love Song (O'Dea and Johnson).....Stanley and Burr	10
3572	Take the Name of Jesus with You (W. H. Doone).....Anthony and Harrison	10
3573	The Linger, Longer Girl (Lamb and Solomon).....Miss Steveson and Mr. Stanley	10
3574	I've Such a Funny Feeling When I Look at You (Wm. H. Penn).....Bert Williams	10
3575	Eeny, Meeny, Miny, Mo (Bert Fitzgibbon).....Arthur Collins	10
3576	Fever's On (George Fairman).....Arthur Collins	10
3577	Somebody's Waiting for You (Gumble).....Frank C. Stanley	10
3578	Meet Me, Sweet Kathleen, in Honeysuckle Time (J. Fred Helf).....Henry Burr	10
3579	A Lemon in the Garden of Love (Richard Carle).....Billy Murray	10
3580	When Tommy Atkins Marries Dolly Gray (Gus Edwards).....Billy Murray	10
3581	Sisseretta's Visit to the North (Billy Golden).....Billy Golden	10
3582	Uncle Josh Weathershy's Visit to New York (Cal Stewart).....Cal Stewart	10
3583	Honor and Glory March (Henry Fillmore).....Prince's Military Band	10
3584	The Mascot of the Troop March (Victor Herbert).....Prince's Military Band	10

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- 3585 VIOLONCELLO SOLO, ORCH. ACCOMP.
To the Evening Star, from "Tannhauser"
(Wagner) H. Kronold
- 3586 BARITONE SOLO, ORCH. ACCOMP.
Bonnie Jean (Bryan and Snyder).....J. W. Myers
- 3587 BARITONE SOLO, ORCH. ACCOMP.
Do, Re, Mi, Fa, Sol, La, Si, Do (Cahill and
Burt) Bob Roberts
- 5581 MARCH OF THE LITTLE PIERROTS (Marche des
Petit Pierrots) (G. Grossl).....
Banda Espanola
- 41075 Ou Guard (Auf der Wacht).....
Columbia Orchestra
- 41076 Guard Parade (Wachtparade).....
Columbia Orchestra

NEW COLUMBIA 12-INCH DISC RECORDS.

- 10563 TENOR SOLO IN ITALIAN, ORCH. ACCOMP.
La Boheme, (Che gelida manina (Puccini)—
Record made in Milan).....Romeo Bertl
- 10572 TENOR SOLO IN ITALIAN, ORCH. ACCOMP.
Luisa Miller, Quando le sere al placido
(Verdi)—Record made in Milan.....
Romeo Bertl
- SOPRANO AND BARITONE DUET IN ITALIAN, ORCH. ACCOMP.
30050 Serenata (Schubert).....
Mme. Gina Ciaparelli and Taurino Parvis
- 30051 TENOR SOLO, ORCH. ACCOMP.
I'll Sing Thee Songs of Araby (Clay).....
Henry Burr
- 30052 G. A. R. Patrol (R. Fassett).....
Prince's Military Band
- 30053 PATROL OF THE SCOUTS (E. Boccalari).....
Prince's Military Band
- 30054 BARITONE AND TENOR DUET, ORCH. ACCOMP.
In a Chimney Corner (On a winter's night)
(Harry Von Tilzer).....Collins and Harlan
- 30055 VAUDEVILLE SPECIALTY, ORCH. ACCOMP.
Rudolph and Rosie at the Roller Rink (Len
Spencer).....Miss Ada Jones and Mr. Len Spencer

NEW COLUMBIA XP (CYL) RECORDS.

- 33084 BANJO SOLO, ORCH. ACCOMP.
Motor March (George Rosey).....Vess L. Ossman
- 33085 VIOLONCELLO SOLO, ORCH. ACCOMP.
To the Evening Star, from "Tannhauser"
(Wagner) H. Kronold
- 33086 PICCOLO SOLO, ACCOMP. BY PRINCE'S MILITARY BAND.
Sweet Birdie Polka (J. S. Cox).....
Marshall Lufsky
- 33087 BARITONE AND TENOR DUET, ORCH. ACCOMP.
I'm Keeping My Love Lamp Burning for
You (Billy Johnson).....Collins and Harlan
- 33088 SOPRANO AND TENOR DUET, ORCH. ACCOMP.
You Can't Give Your Heart to Somebody
Else, and Still Hold Hands with Me (Leo
Edwards).....Miss Ada Jones and Billy Murray
- 33089 BARITONE SOLO, ORCH. ACCOMP.
If That Place Called Heaven Was Mine
(Herbert Spencer).....Arthur Collins
- 33090 BARITONE SOLO, ORCH. ACCOMP.
Night Time (Geo. M. Cohan).....J. W. Myers
- 33091 BARITONE SOLO, ORCH. ACCOMP.
I've Got a Vacant Room for You (Williams
and Van Alstyne)—Coon song.....Bob Roberts
- 33092 TENOR SOLO, ORCH. ACCOMP.
Meet Me Sweet Kathleen in Honeysuckle
Time (J. Fred Helf).....Henry Burr

- 33093 TENOR SOLO, ORCH. ACCOMP.
Honora Doolin (Ted Snyder).....Billy Murray
- 33094 TENOR SOLO, ORCH. ACCOMP.
You Can Have Broadway (Geo. M. Cohan)
..... Billy Murray
- 33095 HONOR AND GLORY MARCH (Henry Fillmore)
..... Prince's Military Band
- 33096 THE MASCOT OF THE TROOP MARCH (Victor
Herbert).....Prince's Military Band
- 33097 SOPRANO SOLO, ORCH. ACCOMP.
I Just Can't Make My Eyes Behave (Cobb
and Edwards).....Miss Ada Jones
- 201452 BARITONE SOLO, ORCH. ACCOMP.
A Square Peg in a Round Hole (Ph. Bra-
ham)—Record made in London.....
Walter Walters
- 201486 BELLA BOCCA POLKA—Record made in Lon-
don.....London Military Band
- 201491 CONTRALTO SOLO, ORCH. ACCOMP.
An Old Garden (Hope Temple)—Record
made in London.....Miss L. Venning
- 201525 TENOR SOLO, ORCH. ACCOMP.
Ridling on the New Electric Car—Record
made in London—Comic.....Geo. D'Albert
- 201582 THE TEARIN' O' THE GREEN (Shipley Doug-
las)—Record made in London.....
London Military Band

NEW COLUMBIA B. C. (CYL) RECORDS.

- 85102 MANHATTAN BEACH MARCH (John Phillip
Sousa).....Prince's Military Band
- 85103 ORCHESTRA BELLS, ACCOMP. BY PRINCE'S ORCHESTRA.
Edna Mazurka (C. A. Prince).....Thomas Mills
- 85104 VOCAL QUARTETTE, MALE VOICES, UNACCOMP.
Old Black Joe (Stephen C. Foster).....
The Columbia Quartette
- 85105 SOPRANO AND BARITONE DUET, ORCH. ACCOMP.
Take a Little Ride With Me (Theo. Morse)
.....Miss Stevenson and Mr. Stanley
- 85106 TENOR SOLO, ORCH. ACCOMP.
I'll Sing Thee Songs of Araby (Clay).....
Henry Burr
- 85107 PATROL OF THE SCOUTS (E. Boccalari).....
Prince's Military Band
- 85108 PICCOLO SOLO, ACCOMP. BY PRINCE'S MILITARY BAND.
The Skylark Polka (J. S. Cox).....
Marshall Lufsky

NEW ZON-O-PHONE 10-INCH RECORDS.

- ZON-O-PHONE CONCERT BAND.
- 676 America.....
- 677 Jig Medley.....
- 678 Tannhauser—Pilgrim Chorus.....
- 679 Sunny Italy—Waltz.....
- 680 Wagnerian Motives—March.....
- HAGER'S ORCHESTRA.
- 681 "Belle of Mayfair"—Medley Two-Step.....
- 682 Bob's Favorite—Virginia Reel.....
- 683 Ida-Ido—March and Two-Step.....
- 684 Musical Comedy—Two-Step.....
- 685 Spangles—Intermezzo.....
- XYLOPHONE SOLO BY ED. KING WITH ORCH. ACCOMP.
- 686 Mr. Black Man—Cake Walk.....
- SONGS WITH ORCHESTRA ACCOMPANIMENT.
- 687 All In, Down and Out.....Arthur Collins
- 688 Church Scene from "The Old Homestead".....
Peerless Quartette
- 689 Come Back to Erin.....Henry Burr
- 690 Larboard Watch.....Stanley and Burr

- 691 Marching Through Georgia..... Frank C. Stanley
- 692 Meeting of the Hen Roost Club.....
Peerless Quartette
- 693 My Sweet Edizer..... Collins and Harlan
- 694 No One Knows How Much I Miss You.....
Byron G. Harlan
- 695 O, Morning Land..... Stanley and Burr
- 696 Old Oaken Bucket..... Peerless quartette
- 697 The Sea Is My Sweetheart..... Frank C. Stanley
- 698 Uncle Josh at the Chinese Laundry..... Cal Stewart
- 699 Uncle Josh in a Roller Skating Rink.....
Cal Stewart
- 700 Vacant Chair..... Peerless Quartette

WHY THE TALKER BUSINESS GROWS.

The growth of the talking machine industry in the United States is the marvel of the business world. Even the bicycle boom was not more striking in the rapidity and permanency of its growth. The reason for its volume is advertising. Considering the small number of companies engaged in manufacturing talking machines, it is the best advertised business in the country to-day, observes the Edison Phonograph Monthly. Every manufacturer is a liberal advertiser. The combined effect of their efforts is proving an irresistible power in breaking down prejudice and building up in its place a wide-spread demand for these unique musical instruments. The advertising done by the National Phonograph Co. helps its competitors and in precisely the same way we are benefited by the advertising of other companies. The effect upon the public of the combined advertising is to unconsciously arouse an interest in talking machines as a general proposition. A little later comes a desire to know about the different kinds. Then the announcements of each company perform their special function and the dealers do the rest.

The Columbia Phonograph Co. made an extensive exhibit of their commercial machines and the system in general at the business exposition recently held in Birmingham, Ala.

Stone's Music House, Fargo, N. D., has been conducting a series of concerts with the Victor Victrolas. This concern has been selling Victrolas as fast as they are received.

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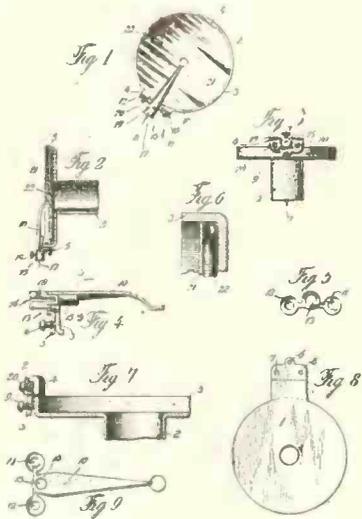
LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Specially prepared for The Talking Machine World.)
Washington, D. C., Feb. 7, 1907.

SOUND-BOX. Louis P. Valiquet, Newark, N. J. Patent No. 840,974.

This invention relates to talking machines generally, and more specifically consists of a cheap and easily adjustable form of sound-box for use therein. The purpose of the invention is to produce a sound-box out of the smallest possible number of pieces of material by stamping and bending same into shape and at the same time produce a construction in which the stylus arm may be easily and permanently adjusted so as to leave the diaphragm free to vibrate under the best possible conditions.

The best form of apparatus embodying this invention at present known is shown in the accompanying sheet of drawings, in which Fig. 1 is a front view of a sound-box comprising the invention with part of the diaphragm broken away. Fig. 2 is a cross-section on line 2 2 of Fig. 1. Fig. 3 is a side elevation of a sound-box looking along the axis of the stylus-holding arm. Fig. 4 is a detail sectional view of the stylus-holding



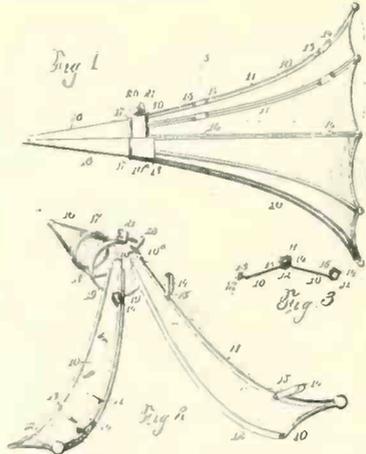
arm, needle holder and lug of the diaphragm holder, to which it is attached. Fig. 5 is a cross-section of the stylus arm taken on line 5 5 of Fig. 4. Fig. 6 is a detail sectional view showing the diaphragm and dampening ring assembled in the diaphragm holder. Fig. 7 is a detail sectional view of the diaphragm holder and stylus-holding arm lug in position thereon, said section being taken on broken line 7 7 of Fig. 3. Fig. 8 is a view of the blank out of which the diaphragm holder is stamped, and Fig. 9 is a view of the blank out of which the stylus-holding arm and its attaching lugs are stamped.

AMPLIFYING HORN. Max Steiner and Mick Brenner, Newark, N. J. Patent No. 840,967.

This invention relates to a horn, and more particularly to that class of horns that are known as "amplifying horns," these being mainly used on talking machines and as megaphones. The invention is designed to provide a horn of this

class that can be taken apart, the larger end of the horn and the major portion of its length being made of separable sections that will fit one on the other, so as to make a compact package for transportation or storage.

The invention is further designed to provide

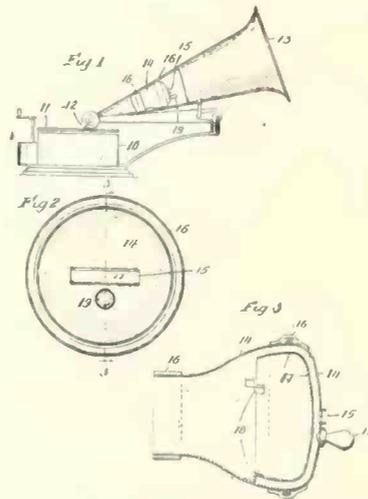


means for holding these separable sections when they are assembled to form the horn, and a still further object is to provide a means on the smaller end of the horn for holding all parts together, so that the small and large ends are rigidly and securely connected.

This invention is illustrated in the accompanying drawings, in which Fig. 1 is a half-elevation and half-section of the horn assembled. Fig. 2 is a perspective view of the elements making up the small ends of the horn and two of the separable sections that constitute the large or the flaring end. Fig. 3 is a section of two of the sections of the horn, this view being taken on line 3 in Fig. 1.

MODIFIER FOR PHONOGRAPHS. Ashley S. Thompson, Chicago, Ill. Patent No. 840,526.

This invention relates to and has for its object the reduction and the modification of the sound emitted from the horn of a phonograph for



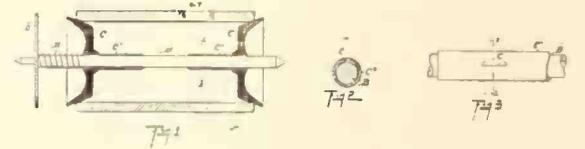
the purpose of softening the tone and removing the unpleasant metallic timbre that is frequently present. In the accompanying drawings, form-

ing a part of this specification, Fig. 1 is a side view of a phonograph or graphophone with a portion of the horn broken away to show the modifier device in place therein. Fig. 2 is a top plan view of the modifier, and Fig. 3 is a sectional view on the line 3 3 of Fig. 2.

MANDREL FOR PHONOGRAPH RECORDS. Cyrus C. Shingley, Hart, Mich., assignor to the Multi-Phonograph Co., Inc., Grand Rapids, Mich. Patent No. 841,727.

This invention relates to improvements in mandrels for phonographic records, and this improved mandrel for phonographic records is particularly adapted for use in phonographs such as illustrated and described in United States letters patent No. 773,164, issued on October 25, 1904, although it is desirable for use in other relations.

The objects of this invention are, first, to provide an improved mandrel for phonographic records by which the mandrel is properly centered; second, to provide an improved mandrel for phonographic records by which the mandrel may be readily adjusted longitudinally to bring the same into proper relation to the phonographic mechanism; third, to provide an improved mandrel for phonographic records by which the record is yieldingly supported to allow the expansion or contraction thereof under varying temperatures. A structure embodying the features of this invention is illustrated in the accompanying drawings, in which Fig. 1 is a central longitudinal view of the improved mandrel for phonographic records with the record in position there-



on, the mandrel shaft B, spring B', and friction wheel b being shown in full lines. Fig. 2 is an enlarged cross-sectional view taken on a line corresponding to line 2 2 of Figs. 1 and 3. Fig. 3 is an enlarged detail view showing the manner of securing the head C upon the shaft.

SOUND RECORDING AND REPRODUCING MECHANISM. Edward F. Shne, Washington, D. C. Patent No. 842,028.

This invention relates to talking machines, more particularly to that type in which a flat disc is employed for receiving a record in the form of a laterally wavy spiral groove of uniform depth cut into the disc by a stylus operated by a vibrating diaphragm.

The object of the invention is to improve the reproduction of recorded sound by providing suitable means of simple and positive construction attached to the diaphragm of a talking machine which will cause the recording or transcribing stylus to travel in a direction at a right angle to the vibratory movement of the diaphragm and with a shorter amplitude of vibration. With this construction is combined a straight uninterrupted passage for the sound-waves from the diaphragm for a sufficient distance to prevent them from being broken or muffled before they are bent out of their course.

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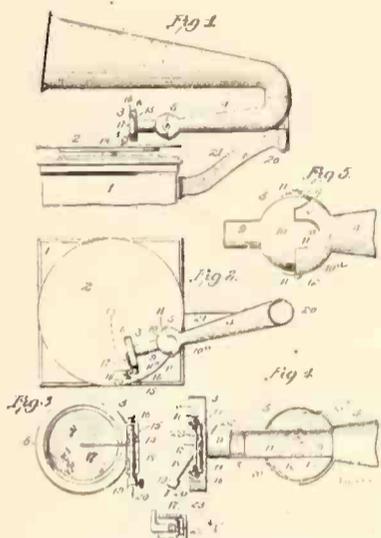
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In the accompanying drawings, Fig. 1 is a view in side elevation of a portion of a talking machine with the invention applied thereto. Fig. 2 is a plan view of the same. Fig. 3 is a front



view of the sound-box and recording and reproducing mechanism on enlarged scale. Fig. 4 is a side view of the same, partly in section. Fig. 5 is a plan view of a detail of the invention. Fig. 6 is a sectional view on the line a a of Fig. 4.

PHONOGRAPH. Henry G. Bauman, Pittsburg, Pa. Patent No. 842,059.

This invention relates to certain new and useful improvements in indicators for phonographs, graphophones and like reproducing machines. The primary object of the invention is to provide a speed or revolution indicator for phonographs or like machines that will admit of adjusting the spindle of the machine to the same speed as was used in making the records, thereby insuring a clear and harmonious rendition of the music or speech in reproduction.

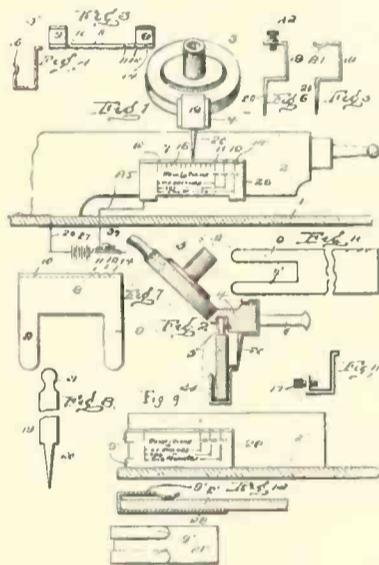
To this end the invention aims to provide a simple, inexpensive and durable indicator or register for phonographs that can be readily applied to the present type of phonographs by unskilled persons, thus permitting of the owners of phonographs obtaining the indicators and applying them for the purposes above specified.

It is a well-known fact that records are made to 120, 40 and 60 revolutions. This makes it necessary to adjust the machine so it will travel or carry the speaker arm to some given distances in seconds and to other distances in minutes. With the improved indicator attached to the phonograph the operator can quickly and accurately regulate the speaker arm to make the proper number of revolutions, no matter at what speed the record was recorded.

While the speed at which the record is made is known to the purchaser, there is no indicating device on the machine to show at what speed or number of revolutions the spindle is making, and while the machine may be regulated to a faster or slower speed it is necessary to use a device to indicate and regulate the revolutions to the same speed required to reproduce as that which was used in making the record.

The improved indicator permits of a clear rendition of the piece of music being reproduced by the phonograph record, this being accomplished by observing the number of revolutions or the speed at which the record traveled when receiving the piece of music, and when the record is placed upon a phonograph equipped with improved indicator the indicator will designate the speed at which the record should travel in order to correctly reproduce the piece of music carried by the record.

Fig. 1 is a front elevation of the slide-rest of a phonograph equipped with the improved indicator, also illustrating a portion of the speaker-



arm. Fig. 2 is a vertical sectional view of the same. Fig. 3 is a plan of the indicator plate. Fig. 4 is an end view of the same. Fig. 5 is a side elevation of a pointer used in connection with the indicator. Fig. 6 is a similar view illustrating a slightly modified form of construction. Fig. 7 is a developed view of the indicator plate. Fig. 8 is a similar view of the indicator pointer. Fig. 9 is a front elevation of a slide-rest of a phonograph, illustrating the same equipped with a slightly modified form of indicator. Fig. 10 is a developed view of the indicator illustrated in Fig. 9 of the drawings. Fig. 11 is an end view of the indicator plate illus-

trated in Fig. 1 of the drawings, illustrating a slightly modified form of fastening means used in connection with the same. Fig. 12 is a longitudinal sectional view of the slide-rest and indicator illustrated in Fig. 9 of the drawings. Fig. 13 is a rear elevation of the indicator plate illustrated in Figs. 9 and 12 of the drawings.

COMPOSITION FOR SOUND RECORDS. Emilian Jean Baptiste Brocherioux, Paul Joseph Tochon, Alfred Fortler and Leon Victor Marotte, Paris, France. Patent No. 842,070.

The object of this invention is the production of a special composition designed to be applied to the surface of paper, cardboard, pasteboard and other substances to form a film or coating on which sounds may be recorded and subsequently reproduced by means of a phonograph.

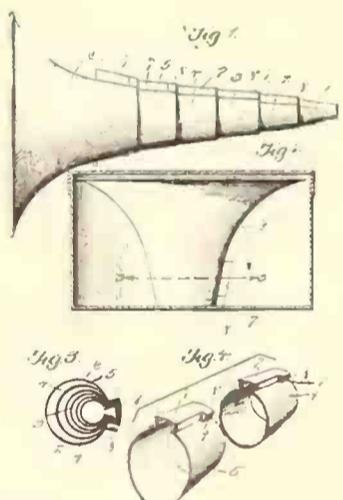
The invention is especially suitable for the production of phonogram cards and postal phonogram cards which, bearing the record, may be forwarded by post and read by the recipient by means of a phonograph.

The composition is composed of permanent white (barium sulphate), zinc white (light oxid of zinc), and a special encaustic (made by dissolving stearin in water in the presence of salt of tartar), hide glue and water in the following proportions: permanent white, 0.250 kilogram; zinc white, 0.125 kilogram; encaustic, 0.250 kilogram; glue, 0.187 kilogram; water, one-half liter.

The encaustic is itself prepared according to the following formula: Stearin, two kilograms; salt of tartar, 0.125 kilogram; water, 40 liters.

DELIVERING HORN FOR TALKING MACHINES. Willis J. Litts, Jaynesville, Wis. Patent No. 841,795.

This invention relates to talking machines and more particularly to a collapsible delivering horn composed of a series of sections and having novel means for holding each section of the series in locked relation when the same is collapsed and packed within a metallic tube for shipment. It also comprises novel means, so that when said



delivering horn is extended and also attached to a talking machine the same may be held locked in said extended position. This invention is a very efficient device, and may be manufactured with but little expense and sold very reasonably to the trade. The invention is illustrated in the accompanying drawings. Fig. 1 is a side elevation of the improved horn. Fig. 2 is a side view of the horn, showing the same collapsed and packed in a case, the latter being shown in section. Fig. 3 is a sectional view on line 3 3 of Fig. 2. Fig. 4 is a detail view of two sections of the horn, showing the same ready to be assembled.

ATTACHMENT TO HORNS FOR SOUND-REPRODUCING INSTRUMENTS. Overend G. Rose, Camp Meeker, Cal. Patent No. 842,707.

This invention relates to certain improvements in horns for sound-reproducing instruments—such as phonographic, graphophones and disc talking machines—and it has for its object the projection and analysis of the sound as it passes through the horn.

As generally constructed the horns for sound-reproducing instruments are open or unobstruct-

"MIRA" MUSIC BOX
(Incorporated)

Best in Construction

Unequaled for Sweetness of Tone and Volume of Tone

Mira

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

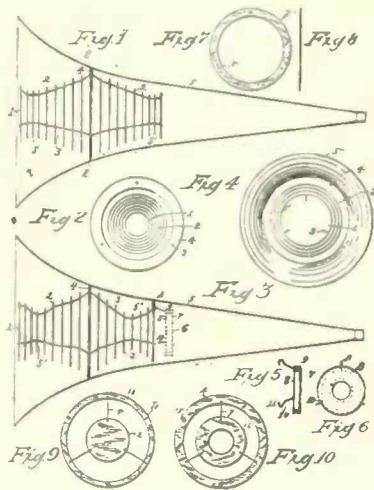
LYON & HEALY, Chicago, Ill.
SHERMAN, CLAY & CO., San Fran., Cal.
SHERMAN, CLAY & CO., Oakland, Cal.
SHERMAN, CLAY & CO., Seattle, Wash.
OLIVER DITSON CO., Boston, Mass.
J. E. DITSON & CO., Philadelphia, Pa.
C. H. DITSON & CO., New York.
JOHN WANDAMER, New York.
JOHN WANDAMER, Philadelphia, Pa.
MACKIE PIANO & ORGAN CO., Rochester, N. Y.
DENTON, COTTIER & DANIELS, Buffalo, N. Y.
S. HAMILTON, Pittsburg, Pa.
KRELL PIANO CO., Cincinnati, O.
CARLIN & LENOX, Indianapolis, Ind.
FINZER & HAMMEL, Louisville, Kentucky.
O. K. HOUCK PIANO CO., St. Louis, Mo.
A. NOSPE, Jr., Omaha, Neb.
S. KANN SONS & CO., Washington, D. C.

Write for Catalogue and Prices

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

ed throughout their length, and are attached to the sound-box of the instrument in such a manner that when the diaphragm of the reproducer is vibrated the sound apparently comes from the interior of the horn and is correspondingly cramped or blurred, which renders it difficult to understand the human voice or to distinguish or separate the tones of the different instruments from each other.

It has been discovered that by providing the horn, preferably at or near the outer end, with a compound diaphragm, which is called a "projector and sound analyzer," the sound is repeated, as it were, from the diaphragm of the sound-box and caused to apparently come from the mouth or outer end of the horn. In addition to this the tones of the different instruments are analyzed or separated, so that those of each instrument are caused to be repeated by and to apparently come from a portion of the diaphragm corresponding, respectively, with the relative positions that the instruments were stationed from the recording apparatus when the record was made; that is, the instruments that were situated at the least distance from the recorder will appear as coming from the outer or more exposed portions of the diaphragm, while those that were located at a greater dis-



tance will appear as coming from the portions of the diaphragm located within the horn or at a greater distance from its mouth or outer end. By reproducing or transmitting the sound in this manner the vibrations from the diaphragm are more evenly distributed, and therefore more distinctly heard in all directions from the mouth of the horn than where the horn is open or unobstructed throughout its length, and by separating the tones of the instruments from each other a much more pleasing effect is produced than when the tones of all of the instruments are commingled promiscuously and projected more directly in the line of the axis of the horn.

An embodiment of the invention is shown in the accompanying drawings, in which Fig. 1 is a longitudinal sectional view of a horn for sound-reproducing instruments provided with one form of the invention. Fig. 2 is a transverse sectional view of the attachment, taken on the line 2-2 of Fig. 1. Fig. 3 is a view similar to Fig. 1, showing a different form of the invention. Fig. 4 is a plan view looking into the mouth of the horn. Fig. 5 is a transverse sectional view of a sound-box for the attachment. Fig. 6 is a plan view of the same. Fig. 7 is a plan view of one of the discs, and Fig. 8 is an edge view of the same. Figs. 9 and 10 are modifications.

SOUND-RECORD TABLET. Byron B. Goldsmith, New York, N. Y. Patent No. 840,932.

This invention has reference to improvements in sound-record tablets, known in the art as "phonograph," "graphophone," and "gramophone" tablets, the object of the invention being the production of such tablets of a new composition of matter which possesses characteristics that particularly adapt the same for the making of sound-record tablets.

Heretofore commercial sound-record tablets have been made primarily of beeswax, afterward of mineral waxes, metallic soaps, hard rubber, celluloid and shellac, and with all or with most of these substances have been mixed, and particularly with shellac, other substances in a finely-

divided state. In these tablets the record-grooves were according to the nature of the material employed, either cut by a suitable recording-style or were produced by transfer pressure from a suitably-prepared matrix. The cutting of a record-groove in record-tablets that are used for reproduction only has become largely obsolete, and it is now almost the universal practice to produce these record-grooves by transfer pressure from a matrix. For this purpose the record material must be moldable when the transfer is made and must then become hard and non-plastic. The materials now used are generally of a character that they become plastic when heated and hard at ordinary temperatures—that is to say, they are thermoplastic. Shellac, with admixtures of a variety of compounding materials, is the material which is most largely used, particularly in sound-record tablets of the gramophone type; but the price of shellac has more than doubled in recent years, and the cost of the tablets has increased in proportion.

This new composition for the manufacture of sound-record tablets consists of casein, either alone or with suitable admixtures, and a number of different methods can be used for working the casein into a mass into which the sound-record groove can be produced by transfer pressure from a suitable matrix. The most primitive method consists in taking the casein, slightly moistened, and subjecting it to heat and pressure under the matrix. Another method is to treat casein with solutions of borax or alkalies and working up the mass in such shape that the record-groove can be pressed into it by a matrix. The inventor has found that by mixing certain ingredients with casein he can produce a composition which when heated softens to any desired degree, so that when a tablet is formed of that new composition it will receive a sound-record groove by transfer pressure from a matrix with the greatest ease. These new casein mixtures are called "thermoplastic casein," and the name "converting agents" have been given to the substances which give the casein the valuable property of thermoplasticity. Some of the agents to convert casein into a thermoplastic state are alpha-naphthol, beta-naphthol, benzoic acid, carbolic acid, hydrochinon, kresol, pyrocatechin, resorcin, salicylic acid and urea.

There are other substances which act as converting agents on casein, and the agents are not limited. The thermoplastic casein can be used for the formation of sound-record tablets in its pure state, and it can be mixed with other materials, such as are used as admixtures to shellac, in the production of gramophone-record tablets. It can be given any desired color, and it can be mixed with shellac.

The tablets may be made flat, disk shape, cylindrical, or of any other desired form, and they can be made all throughout their whole mass of thermoplastic casein, or this material may be applied in a thin layer, either in a fluid or plastic state, upon a base of any kind.

Casein in any of the forms employed is much cheaper than shellac or shellac compounds or any other sound-record material known to the inventor.

The degree of hardness attained by the product in the cold state varies with the kind of converting agent employed, and ordinarily the new composition will be softer in the cold state and more plastic when heated when a quantity of converting agent is employed. Liquid converting agents will also ordinarily give a softer product than solid ones.

In the accompanying drawing is illustrated a sound-record tablet in the form of a disk, which



may be made of this improved record material; but the tablet may have any other suitable form and need not be made solidly of the new material, as hereinbefore described. The sound-record groove may be pressed into the mass by a matrix just as it comes from the mixing rolls, so that the tablet is formed by the same pressure which impresses the sound-groove, or the tablet may be first roughly formed and allowed to harden, and the sound-record may then be impressed at any time thereafter by first heating the blank tablet to render it soft and moldable. Altogether the new sound-record material may be manipulated and applied like every other thermoplastic material—such, for instance, as shellac and its compounds.

A. D. Matthews' Sons, of Brooklyn, N. Y., have not closed out their talking machine department, as was stated last month. It is being continued on a larger plane than ever before under the management of C. W. Pease.

W. H. Thorne Co., Ltd., St. John, N. B., have recently been appointed Eastern Canadian agents for the Edison phonograph and gold moulded records and carry a full stock of each, thereby insuring satisfactory filling of orders and prompt deliveries.

Use "3-in-One" Oil "Oil" by Itself



"3-in-One" never should be mixed with any other oil. It's in a class all by itself—has been for 12 years. Keep it so for best results. Use it to lubricate, brighten and polish the various parts of all kinds of talking machines. Use it to keep disc and cylinder records clean. The "3-in-One" Book tells details. Get a copy from us or your jobber.

"3-in-One" is not only the best oil for your customers to buy—it's the best oil for you to sell. 50 and 100 per cent. profit—any reason why you shouldn't make it, same as other talking machine dealers are doing? 10c. and 25c. bottles. Your jobber is ready to supply you.

FREE sample bottle of "3-in-One" sent to any dealer on request. Just write to

G. W. COLE COMPANY, Sole Makers of "3-in-One"
Broadway and Liberty Street, New York City.

With the Makers and Sellers of Automatic Specialties

NO BETTER INVESTMENT

Can be Made by a "Live Man To-day Than in an Establishment Devoted to the Exploitation of Automatic Musical Instruments—Some of the Essential Points to Win Success Set Forth in Detail—Some "Pointers" Upon How to Start This Business—The Possibilities and Results Beyond Expectations.

There is no field of investment to-day which offers so large, certain and immediate returns as the "penny arcade." It was but a few years ago that the "arcade" was introduced to supply the need of low priced, clean amusement parlors on crowded thoroughfares. From a small beginning it has grown to enormous proportions. One syndicate alone has within three years established throughout the United States a circuit of splendidly appointed places, representing a total investment of probably \$1,000,000. However, like in every other business, failure is not impossible, and a few of the following remarks will be valuable to the prospective investor, and if followed out will prove a sure stepping stone to success:

* * * *

There are five essential points to be considered by those who desire a successful penny arcade: Location, high grade machines, catchy display cards, cleanliness and proper management.

To begin with, the most necessary thing of all is to get a store in a location frequented by the most people. This does not necessarily mean that it must be in the leading shopping district—in fact, a store on a thoroughfare just before getting to the shopping district is preferable, as it will catch the people at a time when they are most apt to be looking for amusement. Stores of almost any size will be found adaptable to the business from 16 feet to 25 feet in width and 40 feet in depth upwards. To be successful, the place must be kept perfectly clean, attractively equipped and well conducted. Women and children are the best customers and should be carefully looked after. The room should be well illuminated, both inside and out. Any ordinary electrical supply shop can furnish the necessary equipment for the lighting, and for such of the machines requiring electric light or power. This part of the work is inexpensive.

* * * *

In a very modest way one of these places can be fitted up for six or seven hundred dollars, but, of course, as much can be spent in the equipment as the location and the city would warrant. In a penny exhibit all kinds of amusement machines are desirable, but they should be up-to-date and of the very best make. The machines consist of phonographs, an automatic piano, picture machines, fortune tellers, souvenir post card machines, name plate and vending devices. In the physical culture machines there is the puncher, grip test, blower, lifter and other strength testing devices that are always well patronized. The larger the variety the better it will entertain the patrons of the place. These popular places of amusement may be given various names: "Penny Arcade," "Automatic Vaudeville," "People's Theatre," "Bijou," "Dreamland," "Penny Exhibit," etc. It is necessary to have good music, as it always attracts and holds a crowd. In most places an automatic piano is used, but others have adopted a large talking machine. Whatever music is used should be near the door, so it can be heard from the outside. The best location for the cashier's desk is about twenty-five feet from the front. As a rule it is safe to figure that the machines will take in about 10 per cent. more than the amount of pennies which have been sold. This enables the owner to estimate what the earnings should be if handled by others than himself.

Amusement parks and resorts have been found to be very profitable locations for arcades, and concessions in such places are very desirable and will bring in large returns. In many instances buildings are erected specially for this purpose, with an attractive front, and in some cases a tent is used, invitingly arranged. Generally these are worked on a percentage basis, and the amount that is paid varies from 20 to 35 per cent. of the receipts. Very often these concessions are bought outright for sums ranging from \$100 to \$1,000 for the season, but, of course, the price paid must be in accordance with the number of patrons frequenting the place.

* * * *

In ordering machines from the manufacturer, one should specify the size of coins to be used in operating the machines; also state "voltage" of electric light plant, and if it is direct or alternating. If alternating state the number of "cycles." We advise asking an official of the electric plant for this information, so as to avoid errors. This is important only when machines using electric lights or motors are ordered.

* * * *

Orders from foreign countries can be placed through any of the responsible export shippers, and it would be well to have them accompanied by one or more pieces of money with which machines are to be played. This will save time and eliminate all chances of mistakes in construction.

* * * *

There are plenty of opportunities to place machines on a percentage basis—that is, where the proprietor is given a certain portion of the earnings. Generally 25 per cent. is given, and this is generous, as the merchant is benefited by increased business derived from having the machine around. Every kind of a store is suitable for some particular sort of machine. Weighing and vending machines pay big in well patronized dry goods, drug, talking machine and novelty stores. For hotels, cafés, cigar stores, billiard halls, bowling allies, etc., automatic pianos, talking machines, picture machines, the punchers, grip and lung testers, lifting machines, etc., are perhaps the most desirable. The places and opportunities are unlimited. Interurban electric

railway lines, ferries and railroad stations afford good locations for scales and vending devices. Pleasure parks, pavilions, etc., should be and are among the best privileges for all sorts of machines. Now is the time to get busy and make some of this easy money.

MOVING PICTURES ON SUNDAY.

Justice Marean Enjoins the Police from Interfering With the Shows.

A motion was made on Feb. 1 before Supreme Court Justice Marean in Brooklyn for an injunction to enjoin the police from interfering on Sundays with the moving picture shows of the Globe Amusement Co. It was contended that there was nothing in the pictures objectionable and that the law did not prohibit such harmless exhibitions.

Justice Marean said: "The morals of the community cannot be affected by such shows. When I hear that the police have visited these places on a Sunday it gives me the impression that some places are closed up by the police to favor others."

"Ministers declare," said Assistant Corporation Counsel Lazansky, "that the shows are immoral and should be closed."

"Oh, that is because they want the people to go to their churches," Justice Marean said. "Ministers are behind some very foolish things. I see no violation of the Sunday law here. I'll grant the motion, but you may submit briefs if you like."

WHY PENNIES ARE SCARCE.

The scarcity of one cent pieces in circulation in certain districts is attributed in part to the arcades that have been springing up all over the country. Some of these have taken in as much as \$280 in pennies in one day, and as the store keepers and banks refuse to take more than a limited amount at a time, they are very slow in getting back in circulation, and on account of their shipment to the subtreasury for exchange in many instances their dearth has caused considerable inconvenience.

We Can Supply You With Proof

at any time that will convince you that the

REGAL

IS THE BEST COIN OPERATED PLAYER IN THE WORLD!

Wherever it has been placed, in arcades and public resorts, it has proved to be the biggest kind of a money-maker.

It makes dollars while you sleep, and the agency of the Regal Player is at once a splendid business asset for any live talking machine man.

Write without delay to

The Regal Piano & Player Co.,

889 Southern Boulevard, New York.

MAMMOTH AUTOMATIC PIANO

Is to be Built for the Great Amusement Park in Chicago—Will be a Wonderful Creation Evidently. Judging from Description.

Among the wonderful attractions planned for the great \$1,000,000 amusement park in Chicago is a "giant automatic piano," forty feet high, sixty feet long and with heavy copper-wound cables for strings. The action will also be built on colossal lines, having hammers of steel with three thicknesses of rhinoceros hide for buffing, and a striking force of over two hundred pounds to the inch. A liquid air machine will furnish the power necessary to grind out the repertoire, which at first will consist of fifty selections upon a roll fifteen feet wide and two miles long.

Complete plans for the installation of this mammoth instrument have not been perfected as yet. It was originally planned to have an interior construction by which visitors could witness all of the workings of the marvelous mechanical mechanism from the inside. A refreshment room was also provided for where visitors could enjoy a lunch to the music of the giant player. This feature was to have been made possible by a device by which the volume of sound could be deflected outward and the music reduced to comparative mildness on the inside. It was further planned to so arrange the giant music sheets that passengers could be taken upon them and carried from the ground to the upper stories inside the great player-piano. This part of it would operate much as did the Ferris wheel of the Columbian Exposition. In fact, a hundred novel features have been suggested and as often rejected because of their great cost or possible

risk to life and limb of the crowds who would be attracted by the mammoth instrument.

There is much speculation as to what piano factory will be called upon to furnish the parts of the instrument, and who will be represented among those whose advertisements will appear on the blank portions of the music roll to be seen in succession as it moves over the tracker board.

RECENT INCORPORATIONS.

The Henry Davis Amusement Co., 15 Exchange place, Jersey City, N. J., have incorporated with a capital of \$750,000. for the purpose of operating phonographs, musical machines, etc. Incorporators: William E. Walsh, W. J. McBujar and Roger Knox.

The Spanish Trade Co. have incorporated, to manufacture, export and import all merchandise. Capital, \$20,000. Incorporators: I. H. La Fetra and W. W. La Fetra and J. M. Vincent, all of New York.

F. C. Newell Mutograph Co., Camden, N. J. Capital, \$1,000,000. Incorporators: F. C. Newell, B. B. Avery, A. Evans Townsend.

THE MULTIPHONE IN CANADA.

The Canadian Multiphone Co., which concern owns the Canadian patents of the multiphone has opened up a one-cent amusement arcade in Hamilton. This is the first hall in Canada to be equipped with the multiphone, and it is very handsomely equipped. Twenty-one machines have been installed and as each machine has a capacity of twelve records the arcade's patrons have an extensive variety from which to choose. The best records will be put at the disposal of the public as they come out. E. R. Marshall, secretary of the United Multiphone Co., of New York, superintended the opening of the arcade at Hamilton.

UTILIZING OPPORTUNITIES.

An Interesting Chat on This Subject Which Will Convince the Most Skeptical That Money Can be Made in This Keen Age of Competition by Looking Up the Penny Arcade Proposition.

The chief difference between the man of success and the unsuccessful man is that the former is quicker to recognize and utilize opportunities for money making. Opportunities, however great, are of no value unless acted upon—unless utilized. They come to-day and are gone to-morrow. In this connection Caille Bros., the great manufacturers of automatic specialties, are laying before the public an exceptional opportunity for money making which is afforded by the establishment of penny arcades.

The illustration herewith shows a penny arcade or penny "exhibit," equipped by this enterprising firm. You can start one of these places in a modest way for an investment of \$600 upward, and the investment will pay you a larger income than the same amount placed in any other business. This is one of the few fields for legitimate enterprise, where large returns are certain—not already overworked.

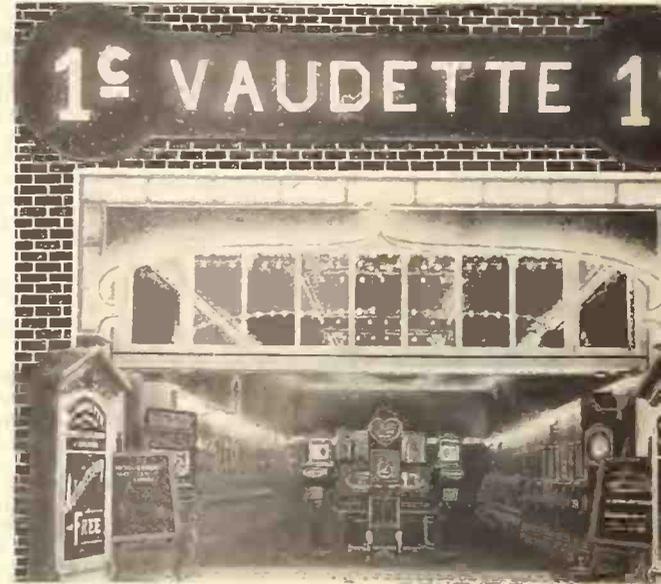
George W. Bennett, Youngstown, Ohio, started one exhibit a year ago, and now has two run-

ning in that city. He is realizing a profit of \$1,000 a month.

Charles Kingsley, Lansing, Mich., opened a place a few months ago, investing \$3,500. He cleared the original investment in six months.

Dreamland Co., Toledo, Ohio, opened some months ago and report a flourishing business—taking in on Saturdays as much as \$285. They are now opening establishments in other cities.

These few instances are sufficient to illustrate the paying qualities of this business. Any city



A VERY ATTRACTIVE AND PROSPEROUS PENNY ARCADE OR EXHIBIT with a population of from 8,000 up, is suitable for a penny arcade.

As one of the largest makers of coin machines in the world, Caille Bros. have observed and know the "opportunities." They say: "You can have the utmost confidence in the truth and sincerity of our statement that there is no better paying business in the world. An early investigation and an opportunity to place other facts, equally interesting, before you, is solicited. If you have not received our booklet, 'What is a Penny Exhibit?' a copy will be sent upon receipt of your request. It contains advice to beginners and practical detailed information."

AUTOMATIC DRINKING MACHINES.

SUMMER AND WINTER BUSINESS.



Drop coin in the slot, the machine does the rest. Machines made for any coin. They register a clean glass and a clean drink. For delivery this Summer, orders must be received immediately.

EARNINGS.

Machines at 43 East 14th St., N. Y. City, are earning from \$30 to \$40 a day during winter, selling cider at 1c. per glass. In the summer earn from \$40 to \$80 a day. One machine at 31 Park Row, N. Y. City, is now earning \$20 a day. In summer months will earn \$40 a day. Ten machines at Coney Island took in \$3,000 in 60 days, selling ice-cold water at 1c. per glass.

These machines sell all kinds of drinks — Lemonade, Orangeade, Root Beer, Celery Tonic. These drinks cost to make 4c. per gallon. When sold

through the machine will produce 35 drinks to the gallon.

Machines Leased to Responsible Parties. Order now for next Summer's delivery.

Automatic Drinking Machine Co., 3 Mercer St. New York City

MUTOSCOPES.

"El vardadero manantial para hacer negocio en las ferias."

La mejor y mas permanente máquina que produce dinero por si sola.

Esta es la máquina que dió principio á todas las máquinas de su clase, en los Estados Unidos. Hay mas Mutoscopes on uso, que otra clase de máquinas semejantes.

Pidanse circulares y precios á la

International Mutoscope Syndicate,
703 Times Building, Nueva York.



Automatic Specialties

Coin operated machines of every description.

Penny Arcades fitted complete.

Electric Pianos and other automatic musical instruments.

A complete Amusement Arcade in full operation in our spacious show-rooms.

We are experts in the automatic line, and our experience is at your disposal.

Write for Illustrated Catalog

H. C. KIBBEY & CO.

209 STATE STREET - CHICAGO

How Pennies Grow Into



THE development of the penny arcade business has been phenomenal. Why? Because those who have gone into the business have been



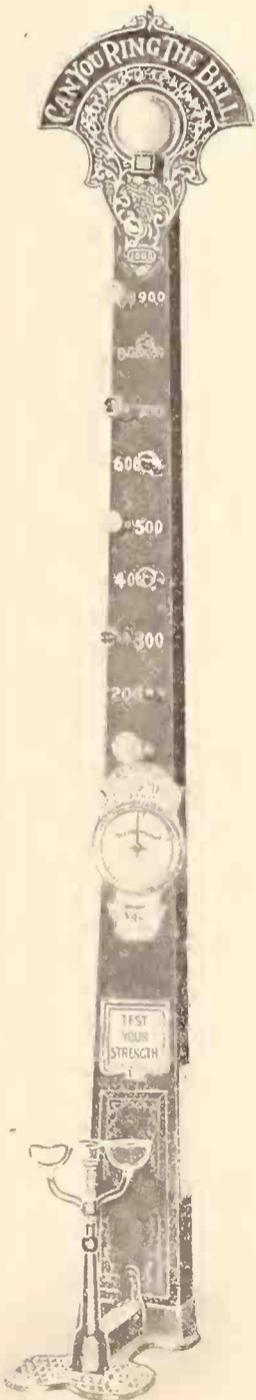
successful, and their success has stimulated others, and as a result, the trade has grown beyond all the estimates placed upon it years ago. ¶ An arcade may be easily run in conjunction with the talking machine business, and it will surprise proprietors to see how quickly a magnificently paying business will be developed. ¶ It surely should interest live business men when a paying adjunct can be added easily to their line. ¶ Years ago we saw the possibilities of coin operating machines as money making factors in our business life and we made extensive plans to meet all of the trade demands. ¶ We have the largest and best equipped factory in the world for the erection of coin operating machines. Our line embraces every kind of machine for arcades, novelty stores, talking machine establishments, cafes, hotels, saloons, drug stores. ¶ We shall be pleased to furnish illustrated catalogues showing the variety and attractiveness of our product. ¶ Take our word for it, there is no better paying business in the world, and the quicker you get in touch with it and acquaint yourself with its money making possibilities the sooner you will add materially to your income. ¶ It is one of the few fields for legitimate enterprise which have not been overworked. Investigate now.

THE CAILLE BROS. CO.

Makers of Every Kind of Coin Operating Machines

DETROIT, MICHIGAN

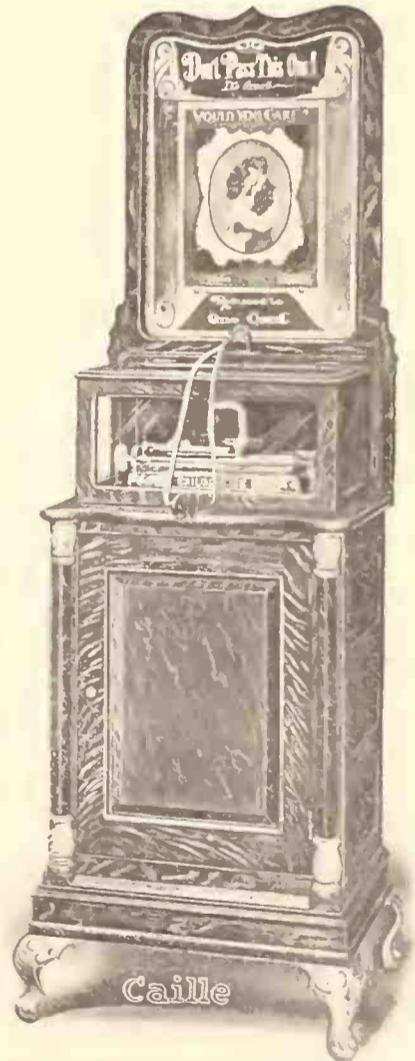
Eastern Office and Export Department,
32 Union Square, New York, N. Y.
Western Office, Republic Bldg.,
Cor. State and Adams Sts., Chicago, Ill.



TOWER LIFTER



CAIL-O-SCOPE PICTURE MACHINE



CAIL-O-PHONE PHONOGRAPH

ABOUT THE AUTOMATIC PEOPLE.

The Mutoscope in South America—Drinking Machine a Favorite—New Song Machine—Strength-Testing Machines—How Much Heat Can You Stand?—Other News of Interest to Members of the Trade.

Marvin & Casler, whose offices are in the Times building, this city, are one of the oldest manufacturers in this trade. It is to them the slot machine industry owes the famous mutoscope machines. Under the name of the International Mutoscope Syndicate this firm have placed these great money makers in every part of the globe. Early in their career they sold the rights for the United States to the American Mutoscope Co., and several foreign countries are controlled by other firms. The remaining territory, including Mexico and the South American countries, is still covered by the parent company. No arcade is complete without it, for moving pictures always did and always will have a wonderful attraction for the public. Men with even a small amount of capital will find in the mutoscope a lucrative investment.

One of the best money making slot devices on the market is that owned by the Automatic Drinking Machine Co., No. 3 Mercer street, this city. In fact, so remarkable are the returns from these machines that the company place them out on a rental basis, at so much a day, instead of selling them. Model A, which appears in the company's advertisement elsewhere in this issue, is handsome and unique, and suitable for all kinds of drinks. An idea of its profit making powers may be gleaned by writing for information.

A new illustrated song machine for which much is claimed by the inventor, I. N. Norcross, formerly of San Francisco, is soon to be placed on the market by the Hawthorne & Sheble Mfg. Co., of Philadelphia. This machine is of the cylinder record type and a number of important improvements are embodied. The pictures are absolutely under control of an involute escapement, which drops them accurately to illustrate the song. This company, well-known as makers of talking machine supplies, are destined to create a sensation with their new machine. A number of other devices will be forthcoming, all of which are new and unique, and which will add new life and zest to the arcade business.

The Climax coin operating machine for automatically selling various kinds of shelled nuts and loose candies is proving a great favorite. The Advance Machine Co., of Chicago, the manufacturers, make these machines with a base or for counter use. They pay well in stores of all kinds.

The Davey horoscope fortune teller is another successful machine for arcades. It has twelve slots, one for each month in the year, and delivers a card with horoscope or reading in accordance with the science of astrology.

"Healthy and pleasant way to warm your blood through your hands. How much heat can you stand?" This is the novel sign you face as you stand in front of "thermo electricity," one of the new machines of Caille Bros., Detroit, Mich. Older machines have settled who has the best lungs, who can lift most, who can punch hardest, and who has a superior grip, but this

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

THE ROSENFELD MFG. CO.

591 HUDSON STREET, N. Y. CITY

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

The Mutoscope Oldest and Best Known
Slot Machine

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

machine will settle who can stand most heat, and at the same time serves for a double purpose by warming the hands, which is almost a necessity in winter and pleasant in the spring and fall. This machine is a tremendous drawing card for the penny arcades. In appearance the machine is very attractive. All trimmings are polished and nickel-plated. The dial is covered with bevel plate glass, and on top of the machine is an oil painting on solid board.

The Hercules shoulder and arm strength testing machine, a new physical culture device, is one of the most unique and attractive ever placed on the market. The public like it. All who see it cannot resist the temptation of lifting in several tests the enormous dumbbell. One of its best features is that it requires no care, gives little trouble and simply coins money.

HOW NICKELS MAKE MILLIONS.

Some Facts in This Connection by the Regina Co. That Will Interest.

Any arcade proprietor who is in doubt regarding the profit producing qualities of coin-operated musical instruments, that is, exclusive of talking machines, should be readily convinced by the proofs put forward in a recent folder issued by the Regina Co. in the interests of their extensive line of coin-operated instruments. Their latest advertising matter is headed "The New York Subway is Supported Entirely by Nickels," and reads in part as follows:

"It cost \$50,000,000 to build it, yet it is a profitable investment even for that sum, though the profits come in five cents at a time. Stop and think of this when you are asked to invest in a coin-operated Regina.

"The man who loans money is content with 6 per cent. The man who goes into a manufacturing business does not expect to make more than 10 or 15 per cent. Profit greater than that is almost miraculous. Yet we figured out last year from the testimonials of a large number of users of our coin-operated Reginas that the average profit was 136 per cent. a year. This means that an investment of \$90 to \$1,000, according to the instrument bought, paid for itself and 36 per cent. additional the first year. If you know any investment that will beat this, we would like to hear about it.

"That was last year. This year we have received another bunch of letters from enthusiastic users of our slot machines which bear even stronger testimony to the profits of coin-operated music makers in cafés, barrooms, restaurants,

hotel lobbies, drug stores and other places where people congregate.

"There is only one moral in all this evidence: A Regina is a proposition on which you cannot lose money either way you look at it. It pays for itself, and more, in the patronage it brings to your place of business. It pays for itself, and more, in the nickels it actually takes in. It pays an excessive profit in either case, so that your investment means excessive profits, if the evidence means anything."

PEERLESS PLAYERS IN GREAT DEMAND.

The Peerless piano players are in great demand this season for arcades and other public places of amusement. This branch of the business is growing tremendously. The Peerless Piano Player Co., of New York, manufacturers, are constantly in receipt of letters like the following from the Central Amusement Co., 412 Youngerman Building, Des Moines, Iowa, who write:

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 any one in ten minutes why it is the best, because we know the piano game pretty well.

Very truly yours,
B. F. ELBERT, President.

Nerve-racking shrieks from siren whistles on tugboats, little, squeaky blasts from freight locomotives, shrill sounds from Hudson River night boats and prolonged signals from ferryboats are all being duly recorded by residents of the upper west side. The choicest collection of night sounds that is to be found will be gathered by the people living along Riverside Drive.

These sounds are all being taken on phonographic records by members of the newly formed Society for the Suppression of Unnecessary Noises. When a full set is gathered the records will be used to entertain city officials and Albany legislators.

Started by Mrs. Isaac L. Rice, who conducted a successful crusade against unnecessary tooting of steam craft, the society is receiving the cooperation of many prominent physicians and professional men. While they do not expect to make New York a city of perfect silence, they are hopeful of bringing about great improvements.

A new talking machine store has been opened at 4 Pleasant street, Fitchburg, Mass.

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

Manufactured by

Neola Piano & Player Company

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



THE PIANOVA COMPANY,

Manufacturers of

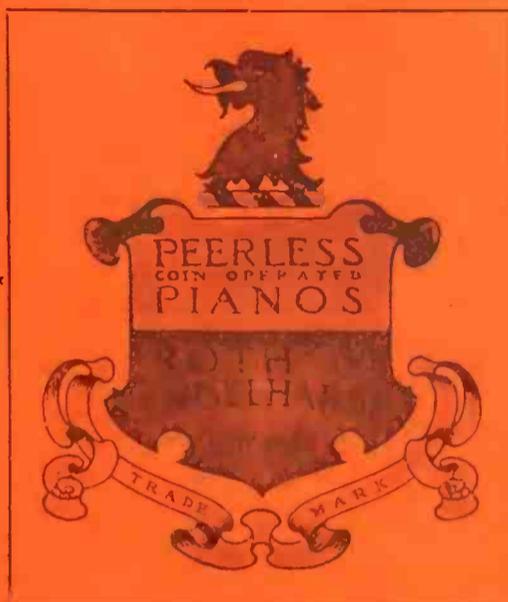
44 AND 65 NOTE ELECTRIC PLAYERS

with or without nickel in the slot attachment

SECURE THE AGENCY NOW.

117-125 Cypress Avenue,

New York.



(Trade-Mark Registered.)

Peerless Coin Operating Piano with
Endless roll paper tune sheets are used
Everywhere where long and hard usage
Require high quality and perfect mechanical construction.
Lots of others are said to be just as good but
Every time that argument is used it proves more
Surely that all other makes are
Striving for the excellence obtained with the PEERLESS.

Climatic conditions which may affect
Other instruments do not apply to the PEERLESS—it is
Impervious to all adverse condition, whether used
North, South, East or West.

Operatic or classic music produced equally as well as
Popular hits and dance music. The
Expression and tempo are automatically controlled in the
Roll of music, thus doing away with any
Assistance by the operator, otherwise
Than depositing a coin, the result of which is shown in our
Easy Money book, which contains a complete
Description of how "Easy Money" is turned your way.

Pending your decision on the matter
Investigate further by writing us for particulars
And we will show you how your business
Needs some PEERLESS Progress and let us place the
Opportunity before you of increasing your
Sales and profit on the "quick returns plan."

Roth & Engelhardt

(Props. PEERLESS PIANO PLAYER CO.)

Offices: Windsor Arcade, Fifth Ave., New York City

Factory: St. Johnsville, New York



"CONFESSED SUPERIORITY"



OF

COLUMBIA RECORDS

Sweeping Decision of the U.S. Circuit Court of Appeals

not only declares our patent rights unassailable, but pays a remarkable tribute to the *superior process under which Columbia Records are made.*

The Court refers to "*The now confessed superiority and commercial success of the product of the patent in suit,*" and sustains the patent in the following extraordinary tribute:

"The disc produced by the patented process responds to the test of success where others have failed."

"The patentable novelty of the process of the patent is not only indicated by large sales, but also by the unassailable evidence of that most sincere form of flattering recognition, IMITATION AND APPROPRIATION BY RIVAL MANUFACTURERS. In short, it has, so far, supplanted all other methods previously used, that, apparently, all disc records are now made by said process, and COMPLAINANT'S CHIEF COMPETITOR ADMITS THAT IT HAS DISCARDED ITS OWN PATENTED ETCHING PROCESS AND HAS SUBSTITUTED THEREFOR THE PROCESS OF THE PATENT IN SUIT."

These suits were brought against the manufacturers to protect our just rights, and this decision now gives us an opportunity to get closer to the trade rather than to annoy, and in order to give every dealer an opportunity to clean up all his old stock of disc records *without loss to him* (we to relegate them to the scrap heap), and in their place to secure a complete stock of Columbia Records, we make this exceedingly liberal proposition:

Up to and including March 1st, we will take off the hands of any dealer all unbroken disc records, OF ANY MANUFACTURE, on the exchange basis of Five for One

Full particulars can be promptly obtained from any Columbia Jobber, or by writing directly to us.

You can now replace your stock of OLD records of inferior quality with New Columbia Records of "CONFESSED SUPERIORITY."

It will enable you to stock up with our newest and most popular records and add greatly to your sales.

The demand for Columbia Records is unprecedented. We have been fully prepared for this, and can fill your orders promptly.

Get ready at once to reap your share of the profits.

COLUMBIA RECORDS

SOUND BEST

"Respond to the Test where others have failed"

WEAR BEST

Highest Awards wherever exhibited in Competition

GRAND PRIX, PARIS, 1900

DOUBLE-GRAND PRIZE, ST. LOUIS, 1904

GRAND PRIZE, MILAN, 1906



COLUMBIA PHONOGRAPH COMPANY, Gen'l

TRIBUNE BUILDING, NEW YORK

STORES IN ALL THE PRINCIPAL CITIES

DEALERS EVERYWHERE

