

The TALKING MACHINE WORLD

AND
NOVELTY
NEWS

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



Our New "Art-Tone" Horns

OUR New "Art-Tone" Horns are distinct works of art. These Horns are hand-painted in a series of superb floral designs, by a corps of expert artists. No transfers or decalcomanias are used in any part of the decoration.

The extreme dignity of the coloring and the superb beauty of execution are such as appeal to the most aesthetic and exacting buyers. To fully complete one of these Horns necessitates nearly five hundred touches of the artist's brush. But the exquisite results obtained more than justify all the pains we take in the decoration. May we not send you further interesting information?

Write for Handsome Booklet on Horns and Cranes.

THE TEA TRAY COMPANY OF NEWARK, N. J.

FOUNDED 1867

HB

10-in. and 12-in. Star Records

BULLETIN No. 1 TO CATALOGUE "A"



THIS LIST, the first of our monthly supplemental bulletins, has been made up of records chosen after the most careful testing of a large number of excellent selections submitted by our recording department. The result is a collection of perfect reproductions and a variety that will appeal to each individual taste.

10-INCH STAR RECORDS

NATIONAL REGIMENTAL BAND.

5101. Under Arms March. As the name indicates, this is a snappy military air. It has a dash that assures its popularity.

5102. Honor and Glory March.

PICCOLO. Band Accompaniment.

5103. Sweet Birdie Polka. A most pleasing melody. Well sustained throughout.

BANJO. Orchestra Accompaniment.

By Vess L. Ossman.

5104. Motor March. Executed in Mr. Ossman's most brilliant style. It needs no further commendation.

XYLOPHONE. Orchestra Accompaniment.

5105. Iola Intermezzo.

CELLO. Orchestra Accompaniment.

5106. The Evening Star. A perfect reproduction of this well known and beautiful selection from "Tannhauser."

BARITONE AND TENOR DUETS.

5107. Over The Line (Sacred).

5108. Let the Lower Lights be Burning (Sacred).

5109. Iola. Another of the increasingly popular Indian songs.

BARITONE AND CONTRALTO DUET.

5110. Linger Longer Girl. A duet of unusual merit from the "Earl and the Girl."

DUET BY COLLINS AND HARLAN. Orch. Accomp.

5111. Gooda Bye John. This selection, from Victor Herbert's Musical Comedy "The Red Mill," is well sung and introduces in an amusing way Italian dialect and hand organ.

VOCAL QUARTETTES Male Voices.

5112. Ain't You Coming Back to Old New Hampshire, Mollie? This rural march song, which has been successfully featured by Dockstader's Minstrels, is excellently rendered in this record.

5113. Alice, Where Art Thou Going? One of the most popular march songs of the day, faultlessly sung by Billy Murray with quartet chorus.

MINSTREL RECORDS.

5114. Minstrel Record "E." Introducing "Crocodile Isle"

5115. Minstrel Record "F." Introducing "Moses Andrew Jackson, Good-bye." These two numbers are fully up to the high standard of excellence established by those previously catalogued by us.

TENOR SOLO. Orchestra Accompaniment.

5116. Meet Me, Sweet Kathleen, in Honeysuckle Time. A rural sentimental song that, as a record, is a pronounced success.

BARITONE SOLOS. Orchestra Accompaniment.

5117. Do Re Mi Fa Sol La Si Do. Featured in "Marrying Mary."

5118. Fare Thee Well My Old Kentucky Home. One of the best of the popular rural march songs.

12-INCH STAR RECORDS

NATIONAL REGIMENTAL BAND.

1212. Sextet From Lucia. Donizetti. No collection of records should be lacking this selection from Donizetti's most popular production.

1213. "Overture to Semiramide." Rossini. An Overture of universally known merit.

1214. "Overture to Poet and Peasant." Suppe. This selection, although from an opera not widely celebrated, has made the name of Suppe familiar to all lovers of light opera music.

MUSICAL MONOLOGUE.

1215. The Musical Yankee. A sketch in which the Yankee fully demonstrates his musical versatility and ability.

QUARTETTE, Male Voices.

1216. Old Black Joe. Sung with marked pathos and harmony.

NEGRO SHOUT.

By Billy Golden. Orchestra Accompaniment.

1217. "Turkey in the Straw." An old time favorite which, with striking orchestra accompaniment, is better than ever before.

To any jobber or dealer who will send a trial order for the above list of selections complete, we will agree to pay transportation charges on this one list in order that the trade can hear and judge of the quality of

STAR RECORDS

Hawthorne & Sheble Mfg. Co., Station 0, Philadelphia, Pa.

The Talking Machine World

Vol. 3. No. 5.

New York, May 15, 1907.

Price Ten Cents

ALWAYS CHANGE YOUR DISPLAY

Whether in Window or Store Interior—Lack of Change Means to be Behind the Times—Some Timely Remarks on a Vital Topic.

Have you ever been pleased with a certain thing, possibly the arrangement of furniture in a room or its decoration, only to become disinterested and finally actually bored with the very feature, perhaps, that originally attracted your attention, simply from the fact that lack of change made it monotonous? Then, why not profit by that lesson in arranging your store and window display? The store that never changes its fixtures, the location of its departments and the style of interior decoration or its window displays, is like the man who wears the same suit of clothes for years; it is clear behind the times, and looked upon as a hopeless old fogey. Such stores depend on the arrival of new goods at intervals "to brighten things up," much on the same plan as the man with the same suit of clothes, who puts on a new tie once or twice a year.

Constant change and frequent novelty constitute a modern method of conducting a progressive and profitable business. A well-arranged and attractive store has almost an equal drawing power with the theater. If it is pleasing to women they will spend afternoons there with the primary object of being entertained; from that step bringing them up to a purchasing point is a comparatively simple matter. Make a special feature of afternoon recitals, change the program daily and have the titles printed on a slip with the numbers of the records and your name and address prominently displayed.

Change the arrangement of stock at least once in a month or six weeks or oftener if possible, and give your store a fresh appearance. Try featuring a different style of machine weekly—nothing like it to arouse interest in your line and impress the visitors with the extent and variety of your stock.

The window display should be changed weekly. After a week or so it begins to lose its power of attraction. And a peculiar fact is that the more elaborate and prominent a display is the quicker it becomes boresome.

Of course, this constant arranging costs money, but the increased trade will repay it many times.

And, when catering to the ladies with matinee recitals, don't get the idea that your store must be arranged like a tea-room. It is just as frequently the income-producing men visitors who may be attracted during the evening hours who are most easily persuaded to buy machines and the latest records.

In changing your departments about, with a view to facilitating the service and adding to the convenience of trading or enhancing the appearance of the store, you will invariably find customers who will complain about it in this fashion: "Oh, dear, I can't find anything here any more; they're continually moving things around." And yet these same people would condemn you unmercifully and withdraw their patronage altogether if you never made any changes or did anything to improve the store. Let them talk! Every time they speak of changes it will advertise your business. People must have something to talk about, and the merchant who can furnish them with a subject for conversation should consider himself fortunate.

CLEVER SCHEME OF TALKER PUBLICITY.

Harry Marsey, manager of the Buffalo Talking Machine Co., Buffalo, N. Y., recently adopted a very clever plan of talker advertising which has brought excellent results. A card was inserted in the amusement column of the local papers of the same size and general style of

the theatre announcements, and read as follows: "Your Own Theatre. Daily matinee; every evening. Dollar a Week with an Edison or a Victor." The rest of the space was given over to prices and short talk upon the advantages derived from owning a "talker."

PHOTOGRAPHING SPEECH.

The Pollak Virag Telegraphic System Adopted to Voice Photography by Dr. Morage—A Wonderful Development.

A wonderful system for photographing speech has just been unearthed in Paris and is called the Pollak Virag telegraphic apparatus. Although the invention is over seven years old, only recently has it been brought to the point of perfection, and it will most likely prove a valuable adjunct to the talking machine in certain circles, as while the later only reproduces the tones of the voice, the former will reproduce the voice in a manner that can be read instead of heard.

The Pollak Virag apparatus was originally intended only for rapid telegraphy, being capable of transmitting over 650 words per minute through the medium of a roll of paper containing a series of perforators to correspond with the English characters.

This perforated paper, when placed in the transmitting apparatus, allows the passage of currents of different length in proportion to the size and position of the holes. At the other end of the telegraph wire is a mirror, which is caused to oscillate by these currents and before which is set a luminous spoke. The rays reflected from this mirror fall on a sensitive tape, which unrolls and passes automatically into a revealing bath, and thence into a fixing bath, from whence the wet tape bearing the first words of the message emerged before the last words had been registered.

Adopting the Pollak Virag system to voice photography was the work of a Dr. Morage, who conceived the idea of substituting a microphone for the manipulator, thereby causing the mirror to vibrate and register the flashes upon the sensitive tape. The vowels and consonants are represented by lines of various thicknesses and shapes. As yet no one has become sufficiently familiar with the marks on the photographs to decipher the words, but much progress has already been made in that direction.

TAYLOR BROS. STILL EXPANDING.

Taylor Bros., of Houston, Tex., found their talking machine business growing to such an extent that they were recently compelled to take the entire building at 1007 Capital street, that city, where they have fitted up one of the finest talking machine parlors in that section of the country. Taylor Bros. started in the "talker" business not many years ago with a small side line of Edison goods, but now they handle the complete Edison and Victor lines, and their business is still on the increase. The interior of their new quarters is handsomely decorated and well arranged, and make ideal talking machine salesrooms.

OPPORTUNITIES OF RETAIL SALESMEN.

To the ambitious salesman starting in the humbler ranks of business, all things are possible, for the salesmen of to-day are the merchants of to-morrow. The retail talking machine salesman, by virtue of his daily experiences, has a rare opportunity to practice and educate himself in the art of salesmanship.

The very fact that he is meeting people regularly affords him the opportunity of brushing against their opposition, and finally winning them to his point of view. If he makes the best of this opportunity, he will learn the art of sell-

ing goods and acquire a feeling of self-confidence, a mental and physical poise, an ambitious bearing, that commands quick attention from employers on the lookout, as they always are, to discover and engage ability.

INVENTS NEW MACHINE.

Hyman E. Markle Thinks He Has Got a Good Thing on a Multiplex Machine.

(Special to The Review.)

Nashville, Tenn., May 5, 1907.

Harry Markle, of the H. E. & Harry Markle Co., dealers in Edison phonographs at 403 Public square, recently returned from Washington, D. C., where he applied for patent rights on a multiplex talker machine, which is intended for cylinder records.

Hyman E. Markle is the inventor of the new machine, and it is stated by authorities that this machine "will revolutionize the talking machine idea." The model was constructed in Cleveland, O., at a cost of \$1,259.

The model, which is on exhibition at Markle's store, carries twelve records on a Ferris-wheel-like arrangement, and is operated automatically by cushion to let the carriage down easy. The mechanism of the machine is very intricate, but is operated with less trouble than the old machines.

Mr. Markle stated that this machine could be manufactured and placed on the market for about \$25. He stated further that a \$100,000 company would be organized in the near future for the purpose of manufacturing these machines.

MELBA'S VOICE IS HIGH BLUE.

Purple Splashes in It—Englishwoman Connects Tints With Tones.

The translation of sounds into colors is no new idea, but Mrs. Northesk Wilson, lecturing in London, England, on the relation of colors to music, has made some interesting additions to the familiar comparisons.

She described Mme. Melba's voice as high blue, splashed occasionally with purple. Alice Gomez's vocalization, she said, suggested orange. Forbes Robertson had a violet voice speckled with green, which is the color of the depressed.

Mrs. Wilson contended that every sound conveyed an idea of color to those who were in a proper state of vibration. Blind people were particularly sensitive in this respect to both agreeable and disagreeable sounds. A raucous voice, according to Mrs. Wilson, gave a blind man a dirty green feeling.

GEISHA DANCES IN THE "TALKER."

A Geisha Club was recently formed among several young ladies of the Japanese colony in New York, for the purpose of giving exhibitions of the various dances of their country. Unable to procure a competent Jap band or a Yankee band that could interpret the Japanese music properly, they have ordered through S. Yano, Japanese correspondent for the Columbia Phonograph Co., a number of records of the Geisha dances, made at the Columbia Co.'s branch in Tokyo. It will be early fall before the records arrive in New York and the club can give a public exhibition.

The Kansas City Music Co., Kansas City, Mo., have put in a complete stock of Edison phonographs and Victor talking machines, together with an extensive assortment of records, and have entered the retail talking machine field in earnest. It is said they already have assurances of a successful trade.

MEXICO A FERTILE FIELD

For Talking Machine Exploitation—People Are Musical and Take Eagerly to the "Talker"—Splendid Business Being Done by the Mexican Branch of the National Phonograph Co., and the Espinosa Phonograph Co.—Conditions in Vera Cruz—How to Work Trade.

(Special to The Talking Machine World.)

City of Mexico, Mexico, May 4, 1907.

The Mexican Republic offers a wonderful field for talking machine exploitation, according to those in that business here. In fact, there are not enough machines and records imported into Mexico to meet the demand. This demand is not confined to the wealthy class, as might be supposed, but the laborers delight in the music rendered by the talkers, grand opera selections, Mexican songs and dances of various nations proving especially popular.

It is a very common occurrence here in this country to pass a home in the interior as well as on the outskirts of the city, and see the laborer who goes through the streets barefooted, or some who only wear the sandals without stockings, with one of the highest priced machines in their domicile playing classic and grand opera records, with the neighbors congregated about the door, who hope in the near future to be the possessor of one of these machines themselves.

The Mexican branch of the National Phonograph Co., at Avenida Orienta 117, in charge of Rafael Cabanas, has about all the business that can well be handled and often suffers from inability to get machines and records in sufficient demands.

This company make a specialty of Mexican records made by native artists of recognized ability. George Werner, of the headquarters recording force, was in the city for the purpose of making a new series of Mexican records. The popularity of Edison goods throughout the Republic is continually increasing and prospects are that the business for 1907 will exceed previous records by a large percentage.

A concern whose business shows how the talk-

ing machine trade wind blows in Mexico is the Espinosa Phonograph Co., of this city, who are Mexican agents for the Columbia graphophones. So rapidly is their business increasing they are contemplating adding two stories to the main building already two stories high, with 50 foot front and 100 feet deep, this despite the fact that they have four retail stores in Mexico City alone with branches throughout the interior. This firm do a great deal of outdoor advertising on billboards and railway sign boards. They also distribute many booklets, from which they get excellent results. G. A. Smith, formerly with the Columbia Phonograph Co., in Portland, Ore., is assistant general and sales manager for the concern.

Yes, the talking machine business in this Republic is assuming immense proportions, although hardly out of its infancy, and the States had better look to their laurels as talking machine users.

The Mexican is a natural lover of music. It is nothing strange to hear a "greaser" peon whistling selections from the latest operas. Music to be popular in Mexico must be such as is, or can be, understood by the people, whose taste in this direction is the direct result of Spanish teachings. Mexico boasts of a number of good composers, and the so-called folk songs are very numerous and in many instances pleasing even to foreigners. Dance music is preferred by the masses, and this is almost universal, if the national dances peculiar to the different sections of this country are accepted.

Consul W. W. Canada, of Vera Cruz, recently wrote the government officials at Washington regarding the sale of musical and other instruments in Mexico as follows: "There are two music dealers in Vera Cruz. In all the larger towns throughout the interior musical instruments may be purchased, but there are few who make this a special business; it is generally conducted in combination with other goods. Mexico City is the central point in this country for music dealers. This consular district offers a splendid field for the sale of talking machines,

having a population of not less than 3,000,000, which number is increasing daily. It must not be supposed that the machines are unknown, but they have never been put before the public systematically. It is extremely doubtful if an old-fashioned business house here could be induced to send in an order, pay for the same at the place of shipment, take all shipping and packing risks, pay duties and take its chances on wrong declarations of merchandise on consular manifest, usually resulting in fines and double duties, and finally spend from four to seven days in clearing the goods from the custom house, on the unsupported statement of the manufacturer in his circulars.

"It has repeatedly been said that the American manufacturer who desires to cultivate trade with this country must do so in a systematic and thorough manner with a representative. After the manufacturer has established the business at this port he could proceed to another town, and so the entire field could be covered, and it is a large one."

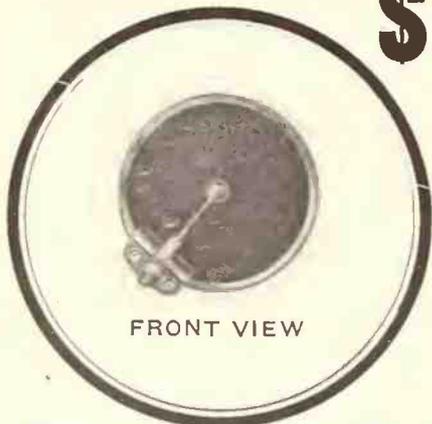
NEW STYLE INTERESTS NEWARKIANS.

(Special to The Talking Machine World.)

Newark, N. J., May 9, 1907.

An interesting new type of Columbia graphophone is being shown at the local store of the Columbia Phonograph Co., at 10 Academy street. The machine takes six-inch cylinder records and has a tapering arm horn and three-inch swivel similar to those of the disc machine. The sapphire point is placed at the side of the record, which revolves toward it, and the reproducer is mounted on a spring, which enables it to follow the record very closely and produce a great volume of tone. The new machine, which has been greatly admired by many visitors, is at moderate price.

The Wise Piano House, Boise, Idaho, have equipped a complete talking machine department and will handle the Edison, Victor and Columbia lines.



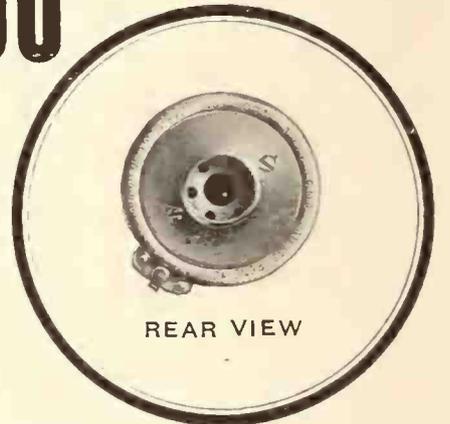
FRONT VIEW

\$3.00



SIDE VIEW

\$3.00



REAR VIEW

TRUE-

-TONE

NOTE THE NEW PRICE, \$3.00 EACH, DISCOUNTS: JOBBERS 50%, DEALERS 40%

We have made this price on the TRUE TONE so that EVERY USER OF A DISK TALKING MACHINE WILL BE ABLE TO PURCHASE ONE.

There is a good margin of profit in the TRUE TONE for both JOBBER and DEALER and IT WILL PAY YOU TO HANDLE IT.

The TRUE TONE IS NOT AN EXPERIMENT but a box which has been on the market for some time and given only FIRST-CLASS SATISFACTION. A great deal of time and money has been spent in its perfection.

**IT IS SIMPLE IN CONSTRUCTION—HAS A 2-INCH DIAPHRAGM—LESS SCRATCH—MELLOW TONE
IT WEARS NEEDLES AND RECORDS LESS—DIAPHRAGM IS METAL SPECIALLY TREATED**

GET IN LINE—ORDER TO-DAY—NO TIME LIKE THE PRESENT

AMERICAN TALKING MACHINE COMPANY

586 FULTON STREET,

BROOKLYN—N. Y. CITY

**Largest Talking Machine
House in the City**



Is Your Victor Business Growing ?

Do you find at the end of each month that you have sold more *Victor* goods than you ever sold before ?

If not, you are not keeping up with us in

The Victor and the Victor Records

First the six *Victors*, then the *Victor Junior*, then the *Vicrola*, then the *Aux-e-to-phone*, and we are working toward still greater things.

Our orders on hand now are *five times* as great as they were a year ago. This means that the *Victor* demand is increasing among the 56,000,000 people we reach every month, and will reach still more effectively next year with our \$150,000 increase in advertising. And it means, too, that the dealers are wider awake and making more money out of *Victors*.

Go after *your* share of *our* increasing *Victor* business. Don't be just an "average" dealer, but build up your business beyond the limits of your community, and get *more* than your natural share. The biggest, and most successful dealers are spending from one to three thousand dollars a month in advertising on their own hook; and they are reaping a great reward.

Remember, you will get just as much *Victor* business as you deserve.

Victor Talking Machine Company

Camden, N. J.

Here's a good idea:—Place standing monthly orders for new records with your distributor, and push this feature. (It keeps your customers calling at least monthly—they look for them.)
Artistic Monthly Supplements furnished free for this purpose.

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

Altoona, Pa.....W. H. & L. C. Wolfe.
Atlanta, Ga.....Alexander-Elyea Co.
 Phillips & Crew Co.
Baltimore, Md.....Cohen & Hughes.
 E. F. Droop & Sons Co.
 H. R. Eisenbrandt Sons.
 Wm. McCallister.
Birmingham, Ala.....E. E. Forbes Piano Co.
Boston, Mass.....Oliver Ditson Co.
 Eastern Talking Machine Co.
 M. Steinert & Sons Co.
Bridgeport, Conn.....F. E. Beach Co.
Brooklyn, N. Y.....American Talking Machine Co.
Buffalo, N. Y.....Roht. L. Loud.
Canton, O.....The Klein & Heffelman Co.
Charlotte, N. C.....Stone & Barringer Co.
Chicago, Ill.....Lyon & Healy.
 The Talking Machine Co.
 The Rudolph Wurlitzer Co.
Cincinnati, O.....The Rudolph Wurlitzer Co.
Cleveland, O.....W. H. Buescher & Sons.
 Collister & Sayle.
 Eclipse Musical Co.
Columbus, O.....The Perry B. Whitsit Co.
Dallas, Tex.....Thos. Goggan & Bro.
Dayton, O.....The John A. Fetterly Co.
Denver, Colo.....Knight-Campbell Music Co.
Des Moines, Iowa.....Edward H. Jones & Son.
Detroit, Mich.....Grinnell Bros.
Dubuque, Iowa.....Harger & Blish.
Duluth, Minn.....French & Bassett.
El Paso, Texas.....W. G. Walz Co.
Galveston, Tex.....Thos. Goggan & Bro.
Grand Rapids, Mich.....J. A. J. Friedrich.
Harrisburg, Pa.....S. A. Floyd.

Honolulu, T. H.....Bergstrom Music Co.
Indianapolis, Ind.....Carlin & Lenox.
 C. Koehring & Bro.
Jacksonville, Fla.....Metropolitan Talking Machine Co.
Kansas City, Mo.....J. W. Jenkins Sons Music Co.
 J. F. Schmelzer & Sons Arms Co.
Little Rock, Ark.....O. K. Houck Piano Co.
Los Angeles, Cal.....Sherman, Clay & Co.
Memphis, Tenn.....O. K. Houck Piano Co.
 E. E. Forbes Piano Co.
Milwaukee, Wis.....McGreal Bros.
 The Boston Store.
Minneapolis, Minn.....Minnesota Phonograph Co.
Mobile, Ala.....Wm. H. Reynolds.
Montreal, Canada.....Berliner Gramophone Co., Ltd.
Nashville, Tenn.....O. K. Houck Piano Co.
Newark, N. J.....Price Phono. Co.
Newark, O.....Ball-Fintze Co.
New Haven, Conn.....Henry Horton.
New Orleans, La.....Nat'l Auto. Fire Alarm Co.
 Philip Werlein, Ltd.
New York, N. Y.....Bettini Phonograph Co., Ltd.
 Blackman Talking Machine Co.
 Sol. Bloom.
 C. Bruno & Son.
 I. Davega, Jr.
 S. B. Davega.
 The Jacot Music Box Co.
 Landay Brothers.
 The Regina Co.
 Stanley & Pearsall.
 Benj. Switky.
 Victor Distributing & Export Co.
Omaha, Neb.....A. Hospe Co.
 Nebraska Cycle Co.
 Piano Player Co.

Peoria Ill.....Chas. C. Adams & Co.
Philadelphia, Pa.....C. J. Hepp & Son.
 Musical Echo Company.
 Penn Phonograph Co., Inc.
 Louis Buehn & Brother.
 Western Talking Machine Co.
 H. A. Weymann & Son.
Pittsburg, Pa.....Pittsburg Phonograph Co.
 Powers & Henry Co.
 Standard Talking Machine Co.
 Cressey & Allen.
Portland, Me.....Portland Talking Machine Co.
Portland, Ore.....Sherman, Clay & Co.
Providence, R. I.....J. Samuels & Bro.
Rahway, N. J.....The Regina Music Box Co.
Richmond, Va.....The Cable Co.
 W. D. Moses & Co.
Rochester, N. Y.....The Talking Machine Co.
Rock Island, Ill.....Totten's Music House.
Salt Lake City, Utah.....Carstensen & Anson Music Co.
San Antonio, Tex.....Thos. Goggan & Bro.
San Francisco, Cal.....Sherman, Clay & Co.
Savannah, Ga.....Youmans & Leete.
Seattle, Wash.....Sherman, Clay & Co.
Sioux Falls, S. D.....Sioux Falls Talking Mach. Exchange.
Spokane, Wash.....Eiler's Piano House.
St. Louis, Mo.....O. K. Houck Piano Co.
 Koerber-Brenner Music Co.
 St. Louis Talking Machine Co.
St. Paul, Minn.....W. J. Dyer & Bro.
 Koehler & Hinrichs.
Syracuse, N. Y.....W. D. Andrews.
Toledo, O.....The Hayes Music Co.
 A. J. Rummel Arms Co.
 Whitney & Currier Co.
Washington, D. C.....John F. Ellis & Co.
 S. Kann & Sons Co.

"THE LORD'S OWN HORN."

A Humble But Moving Tribute to Ingersoll's Great Oratorical Powers Revealed in a Story Told by Remsen Crawford in the Broadway Magazine—A Classic in Its Way.

There was great excitement on our plantation when it became known to the darkies that "Marse Nat" had returned from New York and "brought a horn dat could talk like er man." "Uncle" John, better known as "Sugar" John in the neighborhood, because of his fondness for sugar cane, had never even heard of a phonograph. He had long predicted that the day would come when "they'd have steam buggies," and had felt vindicated when the first automobile went puffing through Lincoln County; but he was skeptical about the phonograph. He refused to believe that a horn could talk, and hurried along with his liveliest hobble toward the "big ouse," to see with his own eyes what it all meant.

We had no record for the machine giving a sermon or scriptural reading, which would have pleased "Uncle" John most—for he is a pious man—and, strangely enough, the nearest thing to it in our stock was the late Colonel Robert Ingersoll's oration, "At the Tomb of Napoleon." The record was adjusted, and after the phonograph finished with the preliminary sputtering and popping it began:

"A little while ago I stood by the grave of the old Napoleon," thundered the deep, sepulchral voice in the big brass horn, and a look of intense anxiety came over the face of "Uncle" John. He leaned forward; his gray beard crushed in the withered black hand he had raised to his ear.

"A magnificent tomb of gilt and gold," the phonograph went on, "and I gazed upon the sarcophagus of black Egyptian marble, where rest at last the ashes of that restless man!"

"Amen!" groaned "Uncle" John, just as he does when in the pulpit at camp-meeting times.

"I leaned over the balustrade, and thought about the career of the greatest soldier of the modern world. I saw him walking upon the banks of the Seine, contemplating suicide. I saw him at Toulon. I saw him putting down the mob in the streets of Paris. I saw him at the head of the army of Italy. I saw him in Egypt, in the shade of the pyramids. I saw him conquer the Alps, and I saw him mingle the eagles of France with the eagles of the crags. I saw him at Marengo, at Ulm, at Austerlitz!"

"Preach on, man, preach on!" shouted "Uncle" John, who could no longer restrain himself. I wonder how an uneducated man who knew absolutely nothing about Napoleon and his great battles could become so emotional.

"I saw him in Russia," roared the relentless phonograph, "where the infantry of the snow and the cavalry of the wild blast scattered his legions like winter's withered leaves. I saw him at Leipzig in defeat and disaster, driven by a million bayonets back upon Paris—clutched like a wild beast, banished to Elba!"

"Praise de Lamb," groaned "Uncle" John.

"I saw him escape and retake an empire by the force of his genius. I saw him upon the frightful field of Waterloo, where Chance and Fate combined to wreck the fortunes of their former king; and I saw him at St. Helena with his hands crossed behind him, gazing out o'er the sad and solemn sea."

"Show pity, Lawd," sobbed "Uncle" John.

"I thought of the widows and orphans he had made," thundered the voice of Robert Ingersoll, striking his antithesis with telling effect, while "Uncle" John shouted aloud, "Dar, bless Gawd!"—"of the tears that had been shed for his glory; and of the only woman that ever loved him, pushed from his side by the cold hand of Ambition. I thought of these things, and I said to myself I would rather have been a French peasant and worn wooden shoes!"

"Ain't it de truth?" exclaimed "Uncle" John.

"I would have rather lived in a hut with a vine growing over the door, and the grapes growing purple in the kisses of the autumn sun—I would rather have been that poor peasant with my loving wife by my side, knitting as the day

died out of the skies, with my children about me—I would rather have been that man and gone down to the tongueless silence of the dreamless dust than to have been that imperial impersonation of force and murder known as Napoleon the Great!"

"Amen!" moaned "Uncle" John, slapping his hands and rubbing them on his ragged trouser legs in turns. It was explained to him that he had been saying "Amen" to the words of an infidel, a man who believed there was no God.

"Look heal, Marse Nat," he replied, "dat man say he don't believe in no Gawd—he may say he don't, but he's got Gawd Ermighty in ev'y word dat comes out uv his lips!"

He sat silent for a long time, rolling his eyes and moistening his lips with his tongue. He waited his word.

"And as for dat," said "Uncle" John at last, pointing a quivering finger toward the instrument which shone resplendent in the slant rays of the sun, "dat's the Lord's own horn,"

ST. LOUIS TRADE EXPANSION.

Reports for the Past Month Showed an Increase of from 30 to 50 Per Cent. in Business—Manager Long of the St. Louis Talking Machine Co. Leases More Space—Silverstone Co.'s Good Report—Big Call for Reginaphone—O. K. Houck's Handsome Quarters.

(Special to The Talking Machine World.)

St. Louis, Mo., May 7, 1907.

The talking machine trade still continues to improve each month, and reports for April show that it has been much better than for the same period a year ago. The general increase reported will average about 30 per cent., but some concerns report a 50 per cent. increase, and the demand is for the best class of machines and high priced records.

Manager C. W. Long, of the St. Louis Talking Machine Co., reports an increase of about 30 per cent. for April over the same period a year ago, and that their business is constantly increasing. A. L. Owens has been appointed assistant manager to Mr. Long, and will have charge of the retail store at 916 Olive street. There have been a number of new attaches added to the force, and the retail store has been enlarged to twice its former size by the removal of the wholesale department. Mr. Long has leased the entire sixth floor, consisting of 7,000 square feet, of the new Mills building at the northwest corner of Seventh and St. Charles, for their new wholesale department, which has been handsomely equipped in a thoroughly modern manner. They have been in these new quarters several weeks, and Mr. Long

announces that they are making a vigorous and energetic campaign for business, and with splendid results. This concern has a first-class amateur baseball team, handsomely representing them, and they are meeting all comers in this territory on the diamond.

P. E. Conroy, president of the Conroy Piano Co., reports trade as being exceedingly good with a steady increase each month.

T. P. Clancy, manager of the Columbia Phonograph Co., states that business is improving every day, and that their trade has been very big for the month.

A. C. Edwards, formerly with the Cable Company, Chicago, has accepted a position with the Columbia Phonograph Co.

W. C. Fuhri, district manager of the Columbia Phonograph Co., Chicago, was a recent visitor here.

The Silverstone Talking Machine Co. report business for April fully up to expectations. They have been appointed jobbers of the Edison, and have just received two carloads of the phonographs and records on which they will immediately open a vigorous campaign throughout this territory for the dealers' business.

J. P. Booker, manager of the talking machine department of the O. K. Houck Piano Co., reports trade very good, and that notwithstanding they have been all tore up in connection with the building of their new talking machine department, their business has been excellent. Their new talking machine department is probably one of the handsomest arranged affairs of its kind in the country. They have three elegant demonstrating rooms, which are fitted up in a perfectly modern manner.

Manager Brewer, of the talking machine department of the Thiebes-Stierlin Music Co., reports trade as being entirely satisfactory, and that they having a big demand for their reginaphone.

Mark Silverstone, president of the Silverstone Talking Machine Co., was married to Miss Amelia Stein, a popular young lady of this city, on Sunday, May 12. The happy couple left on a two weeks' Eastern bridal trip.

George W. Lyle, general manager of the Columbia Phonograph Co., was a recent visitor here.

A. D. Geissler, manager of a talking machine company, Chicago, was also a caller.

S. M. Field, manager of the talking machine department of the O. K. Houck Piano Co., Little Rock, was a recent visitor.

J. P. Booker, formerly connected with the talking machine department of the O. K. Houck Piano Co., Nashville, Tenn., has been made manager of their talking machine department here.

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

PRACTICAL SUGGESTIONS AND COMMENTS.

THE IMPORTANCE OF OIL.

Dealers should impress on their customers the importance of using the very best quality of oil in their machines. It is unwise to use sewing machine, clock or other oils when by consulting the columns of *The World* announcements can be found of firms who make a specialty of oil especially for talking machines—an oil that will not clog or impede the progress of the machine. Of course oil should be used sparingly in all parts where friction occurs, and before re-oiling any part of the machine, all old or congealed oil should be carefully removed either with petroleum, benzoline or a mixture of both in equal parts, wiping off the machine afterward with a soft rag. In order to get the best results from the machine the utmost care should be taken with it, and dealers should impress this fact upon their customers to the end that they use the machine properly. Every purchaser of a machine who is enabled to use it intelligently and satisfactorily is a splendid missionary for the trade, hence the importance of furnishing all essential points regarding the best use of the machine to the end that the most satisfactory results are secured in the way of tone reproduction.

MACHINES IN PUBLIC PLACES.

Another matter occurs to us in connection with the foregoing remarks, and it is that dealers who sell talking machines for use in public places such as restaurants, confectionery stores, and numerous other places, where machines are utilized as a means of entertaining the visiting public, should call on these customers occasionally and observe how the machines are working. There is no better advertisement than a machine in such public places, provided, of course, that the reproduction is right. During a visit to one of the seaside resorts recently, five machines were discovered in use in public places, and four of them were in very bad condition. The records were worn out, the machine was poorly adjusted, and needed overhauling and cleaning. The instruments used were those of leading manufacturers, but they gave everybody who heard them a very wrong idea of the talking machine when properly used and handled. It seems to us that manufacturers and dealers would alike be serving their interests, if they looked up these machines, even at their own expense, and have an adjuster or expert call around and just show how the best tonal effects may be secured, and also give advice as to the best records to be used in such places. There are tremendous advertising possibilities in the talking machine at a summer resort when it is in good shape, and first-class records are used, hence the importance of taking to heart the tip here given.

A TIME CONTROLLED PHONOGRAPH.

In *The World* of recent date we made reference to the fact that several inventors have been at work on a time-controlled talking machine that would awaken people in the morning, or be utilized for a number of other purposes, so that it may become a general necessity. The first inventor to go definitely on record is Dr. J. E. Hett, of Berlin, Ont., who has invented an arrangement of clock and phonograph, so that at any predetermined time of night or day, but especially in the early morning, sweet sounds may fill the sleeper's room and so awaken him. Now the sounds that are first impressed upon the brain may be a march by Sousa or a song by Melba or any other musical selection that may be desired, and as it is generally believed that the first thoughts which are induced on awakening by external suggestion cling to a person more or less tenaciously throughout the day, it is obvious that these should be sweet and pleasant instead of harsh and uncomfortable. To determine the correctness of the above supposition the doctor commenced a series of experiments, and as the result of numerous investigations upon himself he became convinced of the verity

of it, and in the end devised the combination which is here referred to.

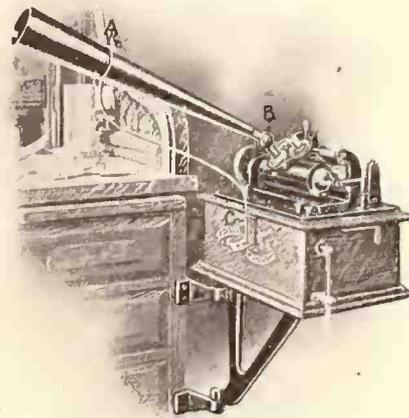
THE MECHANISM IS SIMPLE.

The mechanism is very simple, and consists of a spring, which trips a lever attached at one end to an ordinary alarm clock, while at the other end a cord which passes over a pulley is connected to the starting lever of the phonograph. The case contains three ordinary dry cell batteries, and when the alarm lever of the clock is tripped the phonograph is not only started but a miniature four-volt lamp is also turned on and lighted. The light may, however, be turned on or off at pleasure, and the phonograph operated likewise at will. The user of this invention will thus be able to afford the luxury of having a private singer, or grand orchestra awaken him from his slumbers, thus being better off than Andrew Carnegie, who, it is said, is awakened every morning by the melodious strains of a pipe organ, played automatically or by a well-known musician, something decidedly better than to be rudely aroused to the day's activity by the clanging gong of the 98-cent alarm clock.

HORN WITH SPECIAL PROPERTIES.

A new horn, constructed on correct scientific and hygienic principles, has been devised by Nelson C. Durand, manager of the Edison business

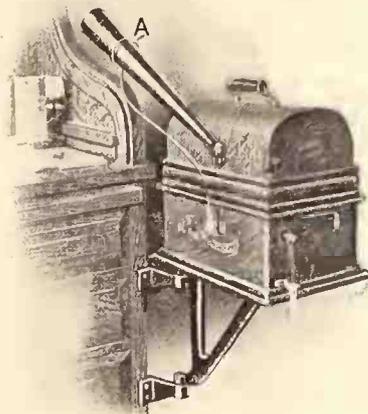
which is detachable on the front of the phonograph, supports the horn, and, with the aid of the ball joint, where it is connected to the phonograph, the dictator can turn the horn entirely out of the way. The great advantage to the dictator lies in the sanitary and acoustic properties of the horn. The dictator may now speak in an extremely low tone of voice without having his mouth touching any of the hearing apparatus, and the horn at no time becomes dirty or ill-smelling, as in the case of the ordinary speak-



ing tube of the phonograph or the ordinary phonograph. The crane is so constructed that when the cover of the machine is put on, the horn is supported independent of the mechanism. When the cover is removed the horn may be instantly connected without having to hunt up an independent article from the desk or shelf where it may have been placed. The hands are free, and that is another advantage."

REGARDING MACHINE CONSTRUCTION.

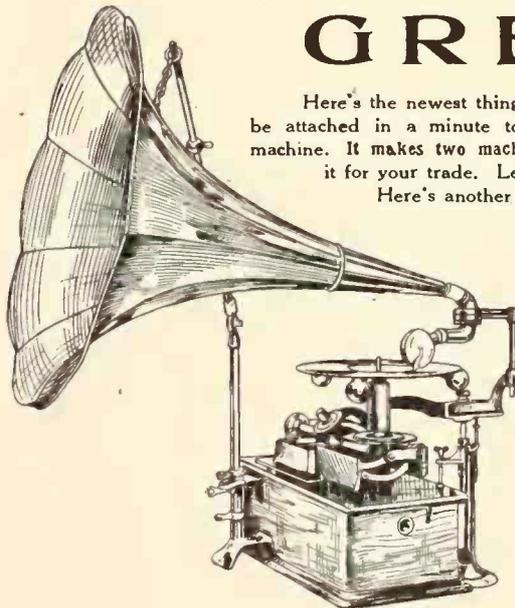
"It is a strange thing that so many of the machine manufacturers in the construction of their machines seem to avoid the most obviously simple necessity for the perfect reproduction of sound, and that is to so construct their machine that it will allow the sapphire to play in its natural position, viz., on a dead center," says a critical reader of *Sound Wave*. "A good definition of this is to speak of it as a 'table' center. The sapphire must be dead on top of the record, and thus work on the line of the least resistance. Most of the machines on the market carry a floating reproducer, which is not capable of being played in this position. Either it will drag by being too far down, or will retard and give a dead reproduction by being too much the opposite way. It cannot be too much impressed upon



phonograph department of the National Phonograph Co., and which is now being used on all the business machines put out by this company. It is described as follows: "The ball joint connecting the machine enables the dictator to turn from the reproducer to recorder. The crane,

To the Dealers of Northern Ohio, Northern Indiana and all Michigan:

GREETING



Here's the newest thing out. The BIO-PHONE. Simply a clever device which can be attached in a minute to any Edison Phonograph and make it a disc-playing machine. It makes two machines of one, and is the sensation of the day. You want it for your trade. Let us have the order promptly. (See Cut).

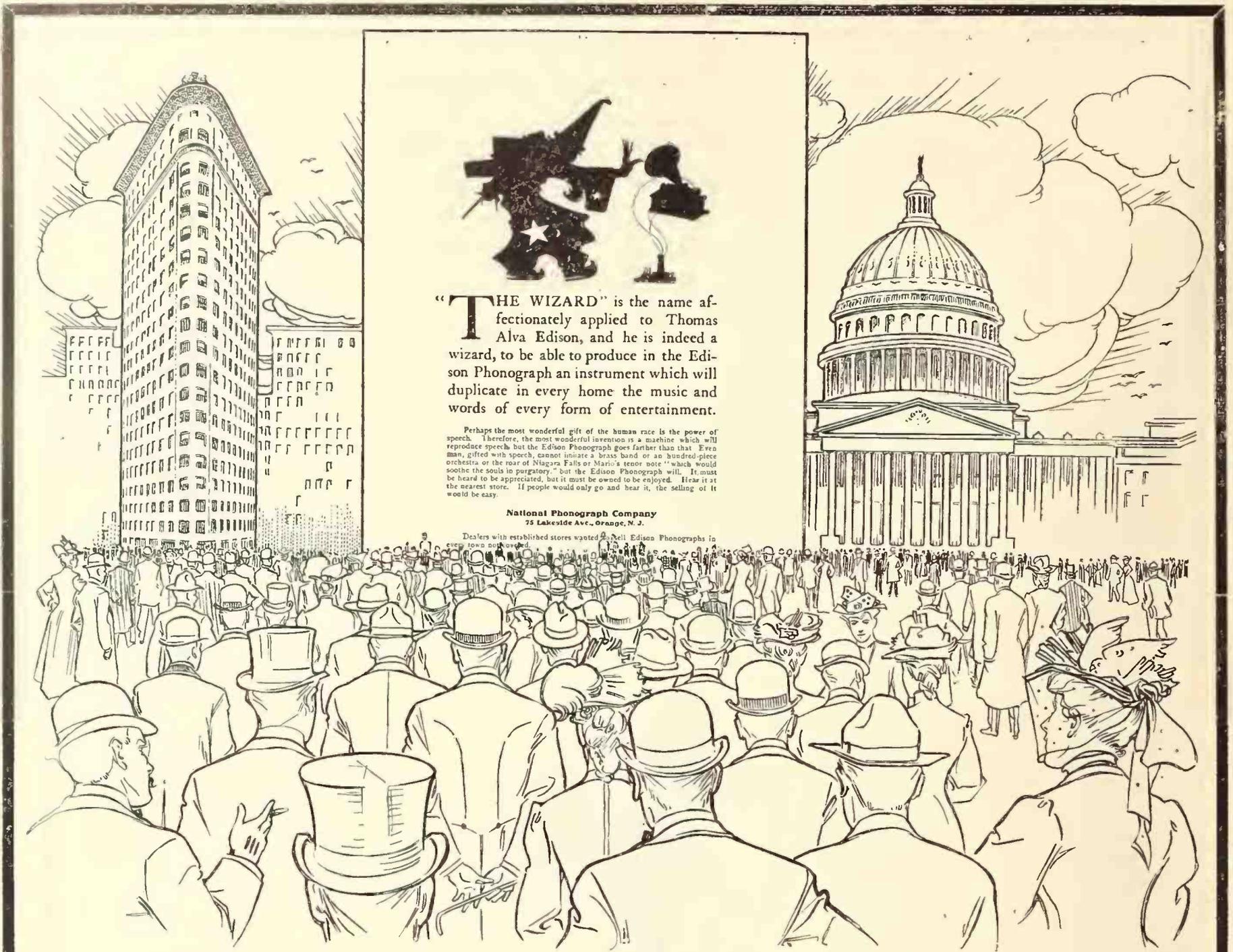
Here's another new one. An Instantaneous Repeating Adjustment for the Edison Phonograph. A little device quickly attached to any Edison Phonograph and will cause it to automatically repeat records as often as you wish. Every Phonograph owner buys one at sight. You want it for your trade. Let us have your order to-day.

And still another. The New "S" HORN for the Edison Phonograph. Self-attaching, requires no crane or stand, takes up no room, is out of the way, sells at sight. You want it. The demand is big and "first come, first served."

We want your trade purely on a business basis of delivered satisfaction. Anybody can claim, most everybody does claim, but we deliver the claims.

We want your orders for Edison Phonographs, Edison Gold-Moulded Records, Horns, and all Phonographic Supplies, because we keep our lines full all the time and have ample facility to ship the day the order is received.

American Phonograph Co., 106 Woodward Ave. DETROIT



"**T**HE WIZARD" is the name affectionately applied to Thomas Alva Edison, and he is indeed a wizard, to be able to produce in the Edison Phonograph an instrument which will duplicate in every home the music and words of every form of entertainment.

Perhaps the most wonderful gift of the human race is the power of speech. Therefore, the most wonderful invention is a machine which will reproduce speech but the Edison Phonograph goes farther than that. Even man, gifted with speech, cannot imitate a brass band or an hundred-piece orchestra or the roar of Niagara Falls or Mario's tenor note "which would soothe the souls in purgatory," but the Edison Phonograph will. It must be heard to be appreciated, but it must be owned to be enjoyed. Hear it at the nearest store. If people would only go and hear it, the selling of it would be easy.

National Phonograph Company
75 Lakeside Ave., Orange, N. J.

Dealers with established stores wanted to sell Edison Phonographs in every town not covered.

Keeping Up the Interest in EDISON PHONOGRAPHS

IF the Edison Phonograph advertisements appearing in the newspapers throughout the country in any one week were made into one advertisement it would be taller than the Flatiron Building in New York and wider than the Capitol Building at Washington.

THIS advertisement is seen by 30,000,000 people every week and the interest it arouses is felt by every dealer handling Edison Phonographs and Records.

AN instrument good enough to make this tremendous advertising profitable ought to be good enough for you to offer as your leader. A stock of Talking Machines without Edison Phono-

graphs is incomplete. It may be making good but it is not making all it can.

KEEPING up the interest is our part. We do it by producing a perfect instrument, by getting out each month all that is new and good in music and by advertising both Phonographs and Records wherever magazines and newspapers are read.

YOUR part is simply to carry the goods and use the helps we furnish in pushing them.

LET us send you complete information and the name of a nearby jobber who can supply you.

National Phonograph Co.,

59 Lakeside Avenue,
Orange, N. J.



- ☞ Do you like this issue of the World?
- ☞ Is it not worth something to you in your business?
- ☞ Do you receive it regularly?
- ☞ If not, why not?
- ☞ The fault is your own, for we've done our part in supplying you with a sample copy.
- ☞ Subscribe for it.
- ☞ That's the only way to get it.
- ☞ It is worth ten times the annual cost to you, whether your store is in Houston, Hong Kong or Hindoostan. We have subscribers in all these places, and they say "Yes."
- ☞ Be progressive and read the World. Your competitor takes it and he knows its value.
- ☞ It costs one dollar yearly in North America; all other countries, one dollar and twenty-five cents.
- ☞ Don't delay sending in your order; not soon, but NOW! We can handle anything in checks, postal orders, stamps, and, of course, cash.

THE
Talking Machine World
SUBSCRIPTION DEPARTMENT
1 Madison Avenue, New York

the real student of the machine, in my opinion, that an absolute dead level for the play of the reproducer is an essential in which the closer the adherence the better the success."

REPLACING BROKEN SAPPHIRES.

Some valuable pointers regarding the method used by experts in satisfactorily replacing broken sapphires, are given by a writer in The Talking Machine News as follows: "If sapphire or glass point only is broken, remove the dome containing same by running a few drops of hot water round the edge of latter, in a short time this will loosen the cement holding it to the diaphragm and the dome can then be gently eased up gradually with the point of a penknife and removed. Then hold the dome gently with a pair of tweezers and with a red-hot needle push the broken piece of sapphire out. Hold the dome upside down and heat the shellac with a lighted match till it all runs together and covers the hole. Get a new sapphire; make a very shallow opening in the shellac through the hole with a hot needle, place the sapphire in it and heat the latter with a match, and while hot push it gently further into the shellac till just the ball end projects above the dome. In a minute or two, when the shellac has quite hardened, scrape the underside of dome carefully to remove all traces of old cement, put an extremely thin layer of Mendine or other strong adhesive, round the edge of the dome, and place it in position on the diaphragm, after removing any particles of cement on the latter by wiping with a piece of wet rag; then place a rubber band round the reproducer and over the dome in such a way as to press the latter firmly on to the diaphragm. Leave till perfectly set. Important point: Too much adhesive on the dome will weaken the reproduction; also never use glass points, as sapphire ones are now very cheap, and will certainly not wear out the records at a 100th part the rate of glass ones. Too much care cannot be taken in arranging the sapphires, as the point should neither be too large nor too small. Each is damaging to the record, the former wearing away the walls of the groove, the latter only touching part of the impressions, thus losing the tone and wearing away the bottom of the track.

SPEED ADJUSTMENT.

The matter of adjusting an Edison phonograph to a speed of 160 revolutions a minute seems to be a good deal of a mystery to many people. A little different explanation may serve to clear up the uncertainty, says The Phonogram. Every Edison gold medal moulded record is made with 100 lines to each inch. In a similar manner the main shaft running through and turning the mandrel is made with 100 threads to an inch. Therefore, running at a speed of 160 revolutions per minute the reproducer arm will travel 1.6 inches in one minute, or for more easier figuring, it will travel 2 inches in 1¼ minutes—i. e., 100 revolutions in one minute and 40 revolutions in a quarter minute. The reproducer arm must, of course, be lowered while making the test. If two marks, 2 inches apart, are made on the back rod it will require 1¼ minutes for the arm to travel between them if the speed is correct. Or, any one of a dozen different ways may be followed for counting the revolutions of the mandrel by sight or sound.

NOW USED TO CLEAN DISCS.

The plush pad formerly used on the silk hat has found a new field of usefulness. A phonograph dealer in this city has discovered the fact they are better adapted for dusting a disc record than any other device invented, and now every time he places a record on a machine for trial, he gives a quick, circular motion of the hand, and the record is clean. The fine silk threads, which in plush are rendered stiff, seem to get far down in the threads, and are sufficiently springy to throw out the accumulated particles. He advises other dealers to give this method of cleaning records a trial, and further says, no matter how new a record may be, if it has been exposed to the air for any length of time it should be dusted before being played. The result will be a recompense for the trouble.

PETMECKY --- **SPECIAL** ---

There is an old and true saying "Imitation is the sincerest flattery." When the *Petmecky* needle was conceived on scientific principles, and finally perfected, there was but one word which fittingly described its wonderful qualities—that word was **Multi-tone**. By simply turning the little needle, it was found that it gave out **three** separate and distinct tones, viz: **Loud, Intermediate and Soft**. Further it was found on account of its peculiar construction that the needle was self-sharpening, so that it could be safely used 10 to 20 times with little or no injury to the finest records.

The word **Multi-tone** could not be copyrighted by the inventor, Mr. Petmecky, and in consequence some makers of cheap, inferior, case hardened and "freak" needles, have seized upon the word **Multi-tone**, hoping to catch the trade. "You can fool some of the people part of the time, but you cannot fool them all the time." We earnestly ask you, Mr. Dealer, to try all so-called **Multi-tone (?)** needles, then try the genuine and **only Multi-tone** needle—the *Petmecky*. We gladly leave it to you to decide, knowing your choice will be, what that of thousands of others has been—the *Petmecky*.

Let us be fair; let us be just. You know as well as ourselves, were other **Multi-tone (?)** needles as good or better than the *Petmecky*, you would smile at our claims, and we would save money by not advertising.

This notice is not in the spirit of brag, but solely for the purpose to be fair and just to our thousands of patrons, and to ask the fair and just consideration of all whose patronage we hope for and which is cordially and earnestly solicited.

The *Petmecky* is the **Loud, Soft, Intermediate** tone—all in one needle. Plays ten records any size or make; unsurpassed in purity of tone reproduction. Famous for standard of quality. Universally praised.

We positively guarantee the *Petmecky* needle to fulfil every claim made for it or money back.

Samples of *Petmecky* needles, interesting needle lore booklet, testimonials and prices on request.

**PETMECKY
COMPANY**
506 A New York Life Bldg.
KANSAS CITY, MO., U. S. A.

The Contents of That Train

Are in This Building, Now Completed

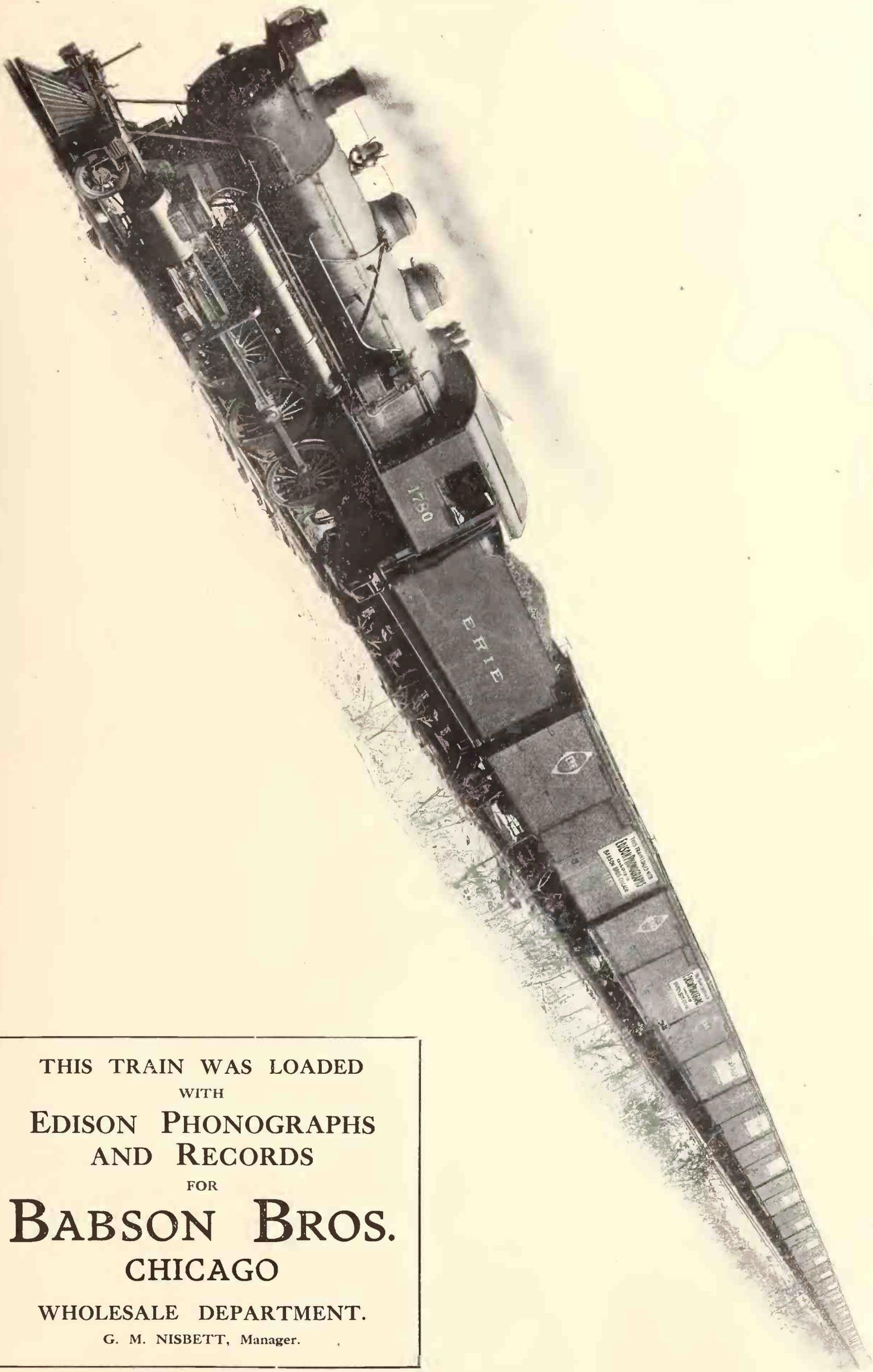


THE train of twenty-seven cars contained 9,000 Edison Phonographs, 300,000 Records, Three Cars of Horns and Cranes. It constituted the largest single shipment to one distributor in the history of the industry.

The building is the largest structure devoted to the sale of Phonographs in the world.

DO YOU DOUBT OUR ABILITY TO MAKE
QUICK SHIPMENTS?

BABSON BROTHERS
CHICAGO



THIS TRAIN WAS LOADED
WITH
EDISON PHONOGRAPHS
AND RECORDS
FOR
BABSON BROS.
CHICAGO
WHOLESALE DEPARTMENT.
G. M. NISBETT, Manager.

SENDING MUSIC THROUGH THE AIR.

Interesting Story of Dr. Lee DeForest's Latest Invention, His Wireless Transmitter—Wireless Telephony No Longer a Dream—Process Explained in Detail by Dr. DeForest.

In last month's Talking Machine World a story was told how the operator of the wireless station in the Brooklyn Navy Yard, idly catching the stray messages, was amazed to hear distinctly notes of music, a bit metallic, it's true, but clear enough to be recognized as the overture to "William Tell." The operator shouted in astonishment, and others rushed in to listen in equal amazement.

They were witnessing the first successful wire-



DR. DE FOREST SENDING A MESSAGE.

less telephony at a distance. These notes of music were traveling through the massive stone and steel of New York, five miles from Dr. Lee De Forest's wireless transmitter, which had been adjusted to an electrical musical apparatus—a fact which the Navy Yard operator, G. S. Davis, soon afterward discovered. Later it developed that the wireless operator on the steamship "Bermudian," and several less sensitive "amateur" stations in Brooklyn had also heard parts of the music.

In other words, wireless telephony is no longer a dream, and we may fancy the air about us filled with oral messages and strains of music which may be captured only by those whose receivers are "tuned" to the pitch of the transmitter. The claim of the inventors is that very soon it will be impossible to steal a message out of the sky, since a perfect, infinitesimal adjustment will be



J. L. HOGAN AT RECEIVING APPARATUS.

made between each transmitter and its appointed receiver.

Briefly stated, the wireless or radio-telephone, is just an ordinary telephone without any wires. It practically embraces the principles of the

STEWART

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



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

telephone and the wireless telegraph. You talk into a tuned portable transmitter and some other person listening at a similarly tuned receiver probably miles away will hear all you have to say and will answer you just as satisfactorily as if the connection had been made through "central."

Here is Dr. Lee De Forest's explanation of his work in wireless telephony to The World:

Dr. DeForest's Explanation.

"For a long time after the existence of the luminiferous ether was admitted, its service to mankind was supposedly limited to the propagation of the waves of light and heat from the sun. For not more than eight or nine years now this invisible, intangible ether has been put more and more to work transmitting the harsh, sporadic impulses from a noisy spark discharge, representing in their various combinations the jumble of dots and dashes of the Morse alphabet; wireless telegraph stations have multiplied over the face of the earth and the ocean, and the patient, uncomplaining ether is more and more disturbed by these crude and unlovely signals.

Mysterious Powers of the Ether

"But now a new task, and it must be admitted a far pleasanter one, is given it. At last man, who has for untold centuries spoken by the medium air, and for a quarter century impressed his speech on electric currents imprisoned in the copper of telephone lines, has found that the tenuous ether can transmit his voice, his music and his song. And he finds that this marvelous atmosphere which his body feels not, which he cannot breathe or disturb by motion, which



GENERATING PLANT FOR THE WIRELESS TELEPHONE.

passes through him as he moves as air through the pores of a sieve—this ether, which permeates all matter and all space, can take up from the coarse air the most delicate vibrations of which the air is capable—those of audible sound and speech and music—and translate them into a silent, infinitely speedier vibration of its own. And after transporting the air's vibration through its invisible intangible motion, the ether can deliver it in the form of minute electric currents in an upright wire, where they surge and oscillate, yet still indiscernible by any human sense as sound, or sight, or touch, and inoperative in any electric telephone.

"But if those minute currents which represent human speech be now passed through the heated gases of a delicate little receiver called the "audion," they will be translated once more, this time into regular telephone currents, which, acting upon an ordinary telephone receiver, will again give rise to the sound pulsations of the air, and then the listening ear can recognize after all these translations, and despite all its disguises, the sound of the speaker's voice at the wireless transmitter miles and miles distant.

FIBRE

FIBRE

The Mega



A Distinctive Product for a Discriminating Trade



PERFECT IN TIMBRE

Built on the Principle of the Sounding Board

DEMONSTRATE the "Mega" to your trade. You will note the difference immediately in your sales of machines and records. ANY ONE of our regular models will prove our argument sound. If you wish a better business try our suggestion. If your Jobber cannot supply you write to us direct. Let us send you our literature.

THE "MEGA" SCHEDULES

TRUMPET SHAPE For Cylinder Machines

	Length.	Bell.
Junior "MEGA".....	22 in.	13 1/2 in.
Medium "MEGA".....	27 "	17 "
Senior "MEGA".....	30 "	23 "

Colors

Inside	Outside
Road Cart Red	Tuscan Red
Twilight Blue	Royal Blue
Lavender	Moss Green
Apple Green	Moss Green
Moss Ink	Moss Green

Gold neck—Gold hoop.

RECORDING "MEGA"

Length.....	25 in.	Bell.....	6 1/2 in.
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Colors

Tuscan Red.	Royal Blue.
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FLOWER TYPE

For Cylinder Machines

	Length.	Bell.
Junior Flower "MEGA".....	26 in.	16 1/2 in.
Senior Flower "MEGA".....	32 "	23 "

FLOWER TYPE

For Victor Machines

	Length.	Bell.
Senior Victor Flower "MEGA".....	26 1/2 in.	23 in.

Colors

Crimson	Magenta	Violet
Royal Blue	Old Rose	

Blended inside and outside.

Green neck—Gold stripes—Gold edge.

FLOWER SHAPE, DECORATED

For Cylinder Machines

	Length.	Bell.
Junior Flower Decratd "MEGA".....	26 in.	16 1/2 in.
Senior Flower Decratd "MEGA".....	32 "	23 "

FLOWER SHAPE, DECORATED

For Victor Machines

	Length.	Bell.
Senior Victor Flower Decorated.....	26 1/2 in.	23 in.

Colors

Colors	Studies
Carmine	Poppies
Royal Blue	Roses
Violet	Pansies
Ivory Black	Chrysanthemums

(Black in Senior types only)
Gold neck—Gold edge—Gold stripes.

A Type, Style and Color for Every Requirement.



Trade Mark.

Registered.

E. A. & A. G. SCHOETTEL
MAKERS

Broad St., Maspeth, Queens Co., N. Y.

"Every inflection of the voice, every little peculiarity of the sound, each note of a piano, the timbre of each instrument of an orchestra, played at the transmitter will be instantly transported and reproduced with perfect fidelity. The ether waves which represent the sound vibrations may have passed over miles of city or wastes of sea, through the walls of hundreds of buildings, or over the roofs of tallest towers. Nothing will retard or obstruct them, and those who stand between are all unaware of the silent voices or spirit music which may be passing them on every side. They are dumb to all save him who listens with the proper responder, correctly attuned to the electric waves. He alone hears the etheric "call of the wild," and when it speaks to him in the well-known accents of a distant friend, or when music from silent spirits, coming in from nowhere, sings to him the strains of some well-loved earthly melody, his wonder grows and he thrills at the weirdness of it all.

An Easy Step from Wireless Telegraphy.

"The mechanism which makes possible all this revolution in our methods of transmitting sound is very small and simple. It is but a step from the wireless telegraph transmitter, with its noisy, irregular spark and Morse sending key, to the radio-telephone transmitter, with its beautifully regular spark and its telephone-microphone, in which any one, however unskilled, may talk.

"It is a surprise to a layman to see the simplicity of this transmitter, and still more to learn that the same receiver which the wireless telegraph operator uses to read his Morse signals seems equally well to receive the vibrations which are speech-waves in ethereal disguise, and to translate these into the spoken word.

"The fundamental laws hold which obtain in radio-telegraphy, the same phenomena are observed; the same waves are employed. Only it is necessary, in order to have the ether waves reproduce the sound waves of the voice, that the number of sparks generated per second shall be so great that the sound of the spark itself becomes inaudible, lies far beyond the upper limit

which the human ear can in any way detect.

"Each spark produces an impulse at the receiver, exactly like itself in nature, only greatly reduced in strength. Now, if these impulses follow each other too rapidly to be heard, the listening ear at the receiver hears no individual impulse, but it can (through the telephone) detect changes in the local current which are caused by changes in the intensity of the spark impulse at the transmitting station. And if the strength of the spark impulse is directly governed by the voice of one speaking into the transmitter, it is clear that the listener will be made aware of every inflection or shade of sound at the transmitter.

What Are Its Uses.

"In the radio-telephone transmitter I employ an ordinary carbon microphone, such as is on every telephone in the city and connect it in the wires which conduct the electric currents from my transmitter and antenna wires to the earth. Thus every change in resistance between the carbon granules affects the strength of the high-frequency currents going into the earth, and in this way also the strength of the electric waves which are radiated outwardly from the antenna. For the energy which is being radiated through the ether from the antenna is always equal to, or is governed by, the amount which can pass at the same instant down through the earth-wire into the earth's surface.

"Now comes the eternal question of the utilitarian, "What's the use?" the most pertinent question, by the way, ever asked. What is the use of erecting a wire and speaking a spirit whisper—of a metal noose and lassoing a ghostly voice—of attuning a new æolian harp and having it vibrate, not to the lawless songs of the wind, but to the rhapsodies of master musicians played in some far distant auditorium?

"What is the use when some distant mariner, fog-bound and lost, unacquainted with his hearings and the Morse code, can call to a listener on the nearest shore and hear in a still, small voice his name repeated and his whereabouts dis-

closed? Or perhaps he will hear an answering "Ahoy!" and he told that another craft steering a certain course is close upon him, and by steering oppositely avoid certain collision. What's the use, when a tug's captain can be in easy telephonic communication with his large office miles away, or with the steersmen of his town, even if the hawser has parted? Or when the admiral, on his bridge, can give his orders direct viva voce to all or any of the commanders in his widely scattered squadron? Or when a yacht owner, without the useless luxury of a Morse operator in his crew, can call his club miles away over the Sound? Farmers in sparsely settled rural districts can now subscribe to a radio-telephone exchange and be in close contact with distant neighbors miles away. Mining camps, mushrooming on a mountain side, can have their telephone with town months before the Western Union feels justified in running a wire. And when snow slides and storm have felled all wire lines the radio-telephone is unhampered, for the medium it employs lets the avalanche slip under it and the snow flakes sift unhindered through it. I am now at work on an apparatus of larger power, and before the season is over I am confident that radio-telephony over distances of twenty-five miles will be a reliable and commercial reality."

MAKING THE WALKER TALKER.

Edwin Walker, manufacturer of novelties, Erie, Pa., has put on the market what he calls the "Walker Talker." Another concern exploiting sound-reproducing devices is the American Callophone Co., with a million dollars' capital, and offices in Macon, Ga., and New York City.

FIRE IN REDLANDS, CAL.

In the recent fire which badly damaged the Avery Music Store, Redlands, Cal., a stock of Zonophone machines and records valued at \$1,100 was completely destroyed. The insurance was only \$850.



W. J. Gerson

*We are Jobbers
in Edison Phonographs
Victor Talking Machines
Records and Supplies.*

Our big stock is Complete

*Covers everything! Machines records horns
cabinets repair parts and sundries.*

Quick Shipments

*"I want what I want when I want it!"
Don't you? If so, order from*

*Musical Echo Company
1217 Chestnut St., Philadelphia Pa.*



W. J. Gerson

TRADE BOOMING IN SEATTLE.

Still Complaining of Inability to Get Stock—Sherman, Clay & Co.'s Fine Display in Remodeled Rooms—Edison Line Selling Well at Johnstons—Rose Being Heard from—Other Items of Interest.

(Special to The Talking Machine World.)
Seattle, Wash., May 7, 1907.

The talking machine trade in this section is growing to immense proportions, especially with the advent of spring and its pleasant weather. In fact, trade has been almost too large to be properly handled, dealers not being able to get a sufficient stock of machines and records owing to the delaying of shipments by the railroads covering the Northwest. Freight is months overdue, but with the opening of the roads better deliveries are looked for.

John C. Walling is one of the dealers who complains of his inability to get sufficient stock to meet the demands of his growing business.

C. H. Rose, formerly connected with Graves & Co., of Portland, and well known in talking machine circles on the Coast, has purchased the small goods and talking machine departments of Kohler & Chase and has temporarily installed them in the Waldorf building, Seventh and Pike streets, which location, although not the most favorable, is proving much better than was expected. Mr. Rose is an expert window dresser, and has fitted up some window displays that have attracted a great deal of attention and incidentally much business. Several large shipments of machines and records received by Mr. Rose enable him to meet the demands of his growing trade in a very satisfactory manner.

The D. S. Johnston Co., who handle the Edison line, report a large and increasing business in both machines and records.

Sherman, Clay & Co. recently displayed in one of their show windows a Victor talking machine recovered from the wreck of the Great Northern steamship, "Dakota," which went down near the Japanese coast not long ago. The exhibit was of special interest, as Seattle was the home port of the steamer.

The talking machine department of Sherman, Clay & Co. has been entirely remodeled and arranged in a way most convenient for properly handling the company's growing trade in that line. A new stairway has been built leading directly up to the department, this in addition to a modern passenger elevator for those who would ride.

Separate rooms for demonstrating the various styles of Victor machines, a ladies' reception room, handsomely furnished with easy chairs, writing desks, etc., and the manager's office, go to fill up the space allotted to the department, and from present prospects it will not be long before additional rooms must be built to accommodate the growing business.

CELEBRATE 50TH ANNIVERSARY.

The J. F. Schmelzer & Sons' Arms Co., the prominent talking machine jobbers of Kansas City, Mo., recently celebrated their fiftieth anniversary as a firm having started business in Leavenworth, Kan., in 1857.

McGREAL BROS.' NEW QUARTERS.

McGreal Bros., the prominent talking machine jobbers and dealers of Milwaukee, Wis., removed their retail department to their new building on Third street directly opposite the old quarters, on May 1, and the wholesale department will be moved in the fall, when certain alterations are made.

POWERS & HENRY CO. PUBLICITY.

The Powers & Henry Co., the progressive talking machine dealers of Pittsburg, Pa., recently secured the services of George P. Watson, who has made many yodling records for the large companies, to give exhibitions of record making

in their store two hours each day for a week. Mr. Watson also explained the principles of record making to all those who were desirous of making their own at home. The event was extensively advertised in the local papers, everyone was invited, and the resulting sales of both machines and records were of a most satisfactory volume.

WM. E. GILMORE OFF TO EUROPE.

The President of the National Phonograph Co. on a Two Months' Business Trip—Graf to Succeed Schermerhorn at London.

Wednesday, May 8, William E. Gilmore, accompanied by his wife, sailed for Europe aboard the "Baltic," of the White Star Line, on a two months' business trip. He will spend some time at the various branch offices of the company in London, Paris, Berlin and Brussels. For nearly two years past John R. Schermerhorn, assistant general manager of the parent company, has been in charge of the London company, with the title of chairman of board of directors, and has also had a general oversight of the European branches. Mr. Schermerhorn will return with Mr. Gilmore in July and resume his duties at the Orange, N. J., offices. He will be succeeded in London by Thomas Graf as managing director. Mr. Graf has been the manager of the Berlin office since its inception, and his marked success in that position led Mr. Gilmore to choose him as Mr. Schermerhorn's successor. The heads of departments were at the pier to see Mr. and Mrs. Gilmore depart, wishing them bon-voyage and a safe return. It has been two years since Mr. Gilmore has been abroad.

"TALKER" TO ILLUSTRATE LECTURES.

The Y. M. C. A. is among the latest institutions to adopt the talking machine as an aid to students, the first experiment being in connection with the course in salesmanship, of which Carl

H. Pierce, B.A., is official instructor. A lecture on salesmanship has been prepared requiring ten six-inch records in its production, and the result will be closely watched. Mr. Pierce is of the opinion that manner of speech and tone of voice have much to do with the success of study, and the printed page only indicates these, while a graphophone can give an actual demonstration. Columbia Commercial Graphophones will be used in the experiment.

BROWN TO INVAD THE EAST.

The Pacific Coast Hustler May Open in New York—Secure Zonophone Line for His Far Western Stores.

C. E. Brown, the hustling talking machine man of the Pacific Coast, and president of the Peerless Talking Machine Co., of San Francisco and Spokane, was a recent visitor to the Talking Machine World sanctum. In the course of a chat, Mr. Brown stated the outlook in the "talker" field on the coast was of the brightest business, increasing over ten fold within four years and still going. Last year, for instance, he sold nearly 25,000 machines in California alone.

With the Pacific Coast agency for the Zonophone recently secured by his company, still greater results are promised.

Mr. Brown stated that he would establish a store in New York at an early date, and would conduct it along hustling Western lines and in a way to open the eyes of many local dealers who believe they're "going some."

FORT WAYNE NEWS BITS.

Owing to the heavy demands of their piano business, the Packard Co., of Fort Wayne, Ind., have discontinued their talking machine department, but the several other talking machine dealers of that city are pushing their lines in an energetic manner, and report first-class business with excellent prospects.

A Mistake

The first talking machine was made from a rib.

Edison invented the first mechanical talking machine.

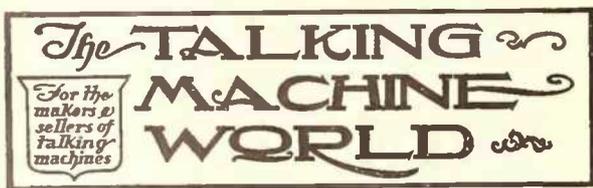
We are now jobbers of the Edison kind.

When you want goods you want them P. D. Q.

We have the goods, give you a square deal, and we want your business.

Silverstone Talking Machine Company

1010 OLIVE STREET, ST. LOUIS, MO.



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

St. Louis Office: **San Francisco Office:** CHAS. N. VAN BUREN. S. H. GRAY, 240 Sacramento St.

Cleveland Office: G. F. PRESCOTT.

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Berlin, Germany, CHAS. ROBINSON, Breitestr. 5.

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

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

NEW YORK, MAY 15, 1907.

IT is hardly necessary to refer to the fact that the legal developments of the industry are impartially recorded in the reportorial columns of this paper. Neither should it be necessary to say that we are not trying suits in the editorial department of *The World*. We are leaving that matter entirely to the courts, and presumably they are competent to carry out the duties imposed upon them. There are, however, some mighty interesting things coming along in this industry, and the legal departments of the various companies seem to be in splendid working order, and presumably the summer will not be an idle one with the various companies. Some may work overtime. There are new inventions coming out which their owners claim do not infringe in the slightest on any device which is now on the market, but one thing is certain, the men who are holding the coign of vantage today will not allow their preserves to be poached upon without strenuous resistance on their part. Whether or not the new inventions are actual infringements will make no difference in their attitude. The proposition is to retain a dominating position. After all, fighting to retain a position is pretty nearly human nature in every clime when we come to sum it all up.

BUSINESS for the month past has been rather sporadic. In some of the cities the jobbing and retail trade has been somewhat slow, but in other localities it has been far above the average, so April, 1907, stands considerably in advance of April, 1906. Collections, too, have shown a material betterment since the beginning of the present month. It would seem from the present outlook that we are going to have a spring trade of satisfactory proportions; at least, that is the way it looks to the man in the main-tops of *The Talking Machine World*.

WHAT marvelous strides we are making toward greater business developments in the talking machine industry! One interesting illustration, showing to what extent this trade

has grown, may be instanced in a recent shipment of Edison phonographs and records to Babson Bros., of Chicago. This single shipment amounted to over eight thousand phonographs and over a quarter of a million records. It required a whole train to transport this order, and a photograph of which will be seen in another portion of this issue of *The World*. The capacity of the bins for the wholesale stock of the Chicago firm to whom this shipment was made is over two million records. A glance at the reproduction of this particular train will be interesting because it is the high-water mark reached by a single shipment, and it forcefully illustrates the possibilities within this industry for manufacturers, jobbers and dealers.

ANOTHER instance emphasizing talking machine growth, is that of an Eastern concern, Hawthorne, Sheble & Co., who have just closed a contract with a California house, amounting to over \$100,000. And still others—a manufacturing house, the Victor—has paid nearly \$50,000 to a single artist, and spent \$5,000 for a back cover in a leading journal. Another, the Columbia Co., a ten-million-dollar corporation, forms an alliance with the wireless wizard, Marconi, and still some of the wiseacres outside of the talking machine industry have spoken slightingly and even sneeringly of the talking machine.

WE emphasize the facts stated above because every talking machine man in America, and every other country, should know something of the development of this business, and the forces which have been instrumental in creating it. Every talking machine man, whether jobber or dealer, should take a pride in his business. The business warrants it. Its development has not been equaled within the same time by any other industry.

SURELY it is a record that we all have reason to feel proud of, and this publication is engaged in exploiting the accomplishments of talking machine men, so that the entire trade may be cognizant of what is going on in every department of the industry. We know of a single concern whose sales for April exceeded the business of April, 1906, by over \$100,000. The talking machine business is decaying, is it? Well, we rather think not. And it is well to paste such statements of facts in your hat, or over your desk, or on your office walls, so that you can be reminded occasionally that you are in an industry that has got brains and progressive ideas working out its future.

IT is surprising, too, how the demand is growing for high priced instruments. We have seen within the past two weeks some models which will shortly be placed on the market, which show a distinct advance in talking machine development. Dealers consider that the sales of instruments from one hundred to three hundred dollars unimportant nowadays, or perhaps, it would be better to say that the sales of these high priced instruments occupy about the same relation to the lower strata of instruments that the grand piano holds to the upright creations.

AS *The World* has recently become in great demand among the piano dealers throughout the country, we find that quite a number of them have taken on talking machines. Therefore a word of counsel to them will be in order. We would say that the dealer who expects to add a talking machine line and treats it indifferently

has failure awaiting him. Talking machines will not sell themselves any better than any other line of merchandise, but they will respond satisfactorily to proper treatment. Attractive rooms must be prepared in which the instruments may be displayed, and in order that the sale of talking machines does not interfere with the other departments of the music business, sound-proof rooms are imperative. The records can be tried in these rooms without the slightest annoyance to piano salesmen.

FIGURE on treating your talking machine department as a separate enterprise and get some one to assume charge who is in sympathy with the talking machine, who knows its possibilities and delights to show off its musical powers, and not one who feels a sort of spite against the talker. It is just as necessary to have a good talking machine man in charge of the department as it is to have a good piano man. The business must be treated fairly, else it will not show desired results. It will be found that the sale of records will be splendidly remunerative. We know of one dealer who sold to a single purchaser last year over \$400 worth of records. While the percentage of profit is not unduly large, it is fairly remunerative in the record line.

THEN again let people know that you are handling talking machines. As a matter of fact, shout from the housetops your solutions of practically any problem confronting the business man of to-day, and back will come an answer chorus of advertising. Advertise your talking machine business. Let the people know locally that you are selling them. Seek out those who join in that advertising chorus, and with few exceptions you will find them more or less successful business men. They understand that advertising to modern business is what oil is to machinery. But advertising should be carefully planned, and all expenditures along these lines should be carefully watched. Knowledge of words and type, and the ability to write chatty introductory talks and striking headlines are not to be despised, of course. But it is the facts and not the fancy ways of telling them that influence people to spend money in your store.

THE talking machine in itself is rather of an interesting creation to advertise. It is capable of considerable elasticity. Go into the talking machine business to win. Make yourself a power locally and make your store talked about. We all know in the largest cities the biggest successes of to-day are the department stores, the proprietors of which expend vast sums annually in advertising, but in every city, every town and every hamlet, supremacy may be won locally among business men by paying strict attention to legitimate lines of publicity. The manufacturers have been helpful to the general talking machine interests by maintaining strict price regulations, so that the dealers have not had to stand a lot of cut-throat competition in the talking machine trade. In this particular the industry is distinct from all others, for there is hardly another line of manufactured goods which is not from time to time slaughtered in various parts of the country.

AS a matter of interest to talking-machine men we may say that the annual convention of the Piano Dealers' National Association is to be held in Chicago, June 17 to 22, and the president of that organization has asked *The World* to extend to the talking-machine trade an invitation to attend.

SELLING IN THE SMALL TOWNS

Not a Snap—Some of the Many Disadvantages
—Limited Record List—Machines Pay Better—A Country Dealer Tells His Woes to The World—A Statement Worth Reading.

"Selling talking machines in small towns and villages is not altogether velvet," a country dealer remarked to The World recently. "The great disadvantage we, who have a limited clientele, labor under is in the matter of records. No small dealer can afford to carry even a fraction of the great lists now issued, as the amount of capital tied up in this way invariably ties him up, and there is always some one who is sure to order what he has not got in stock. Then if he buys several numbers of each new list there is sure to be a surplus, and that is always the unsalable numbers, which become so much dead stock, and which will probably never be worked off again, we find that records which have a great sale in one section fall flat in another part of the country. Owing to the restrictions placed upon us, when a record becomes the least worn or in any way damaged, we cannot sell it below the marked price, but can only turn it in at a loss. If we could exchange unsold records on a reasonable basis, we could do more business, as then we would feel more like carrying a decent sized stock. I am now carrying two hundred dollars in unused and unsalable records, and the amount is continually growing larger. If I could have a clearance sale, I could possibly come out whole and have that amount to increase my stock of ready selling numbers, but instead I am compelled to cut down my purchases, and in many cases I take orders only. Selling machines is a much better proposition, as a dealer can sell one as new, no matter how much it has been tried out. I give concerts every Thursday and Saturday evening, and as the former is "market day" I have a good audience, and catching them with the money in their pocket, have no trouble in transferring a part of it at least to mine. The cylinder type is easier to sell than the disc in the rural districts, both on account of the price

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.

of the records and the doing away with the needle, which is a great bugbear to many. The average farmer, has to count pennies closely, and is favorable to the cheapest proposition at all times."

THE "TALKER" AND THE PRESS.

A Fairer and More Appreciative Attitude Now Evident—Forcing Its Way Into Notice.

The daily press, which has posed in various lights regarding the talking machine, treating it humorously or scornfully, according to its mood, has at last begun to realize that the "talker" is one of the wonders of the new century, and is a decided success, widening its field of usefulness in a truly marvelous manner, and doing "stunts" rivaling the stories of the Arabian Nights. This sudden and earnest appreciation of the talking machine by the press has spread all over the country, and as an example of opinion we take pleasure in reproducing an editorial appearing in the New York World of recent date, which contains an abundance of good reasoning. It was headed "Voices of the Phonograph," and read as follows:

"Phonograph records of the voice of the German Emperor William have arrived in this country for preservation at the Congressional Library and at Harvard University. In the former place they ought to be but will not be filed with records by at least four Presidents of the United States. Nobody took steps to have these living documents prepared at Washington. The Smithsonian Institution has the dialects of Indians in phonograph form, but no utterances of statesmen. In America we have been busy with the scientific, sentimental and commercial application of the phonograph and have paid little attention to its use as an historical accompaniment.

"New York heard in 1903 the living voice of the dead Pope Leo XIII. Possibly an interest might be stirred up which would lead to such organized movements as those in Paris and in Vienna to preserve famous voices for other generations. Tamagno, the great Italian tenor, was the first singer to make a record for the French collection. In Vienna historic and educational records are filed with those made by singers. Mr. Hearst used the phonograph in the New York State campaign as a supplementary silver-tongued orator.

"Testimony by phonograph is no longer a novelty in the courts. There are also family records of all kinds. Phonographs are used to teach languages and singing. At the funeral of a minister in Fairfield, Ill., the dead preacher's own voice was heard pronouncing the benediction, and similarly in the Cathedral of Cork there was a dead baritone's own singing at his own funeral.

"For commercial and entertainment purposes records innumerable are made by singers and actors, but the records have a place in statecraft as well. We may laugh at the Kaiser's egotism, but if it were possible to obtain, what would the American Government give for a phonographic record, say, of Lincoln's Gettysburg speech?"

In connection with a very interesting story relating to the daily life of Pope Pius we read that "after dinner he chats with the members of his household, and of late some entertainment has been provided during these 'conversazioni familiari,' as they are called at the Vatican, owing to a talking machine presented to the Pope by an American Catholic of Baltimore. The Pope enjoyed listening to the music, sacred and profane, but some of the noble guards who patronize music halls made the startling discovery that several Neapolitan songs, which were quite unintelligible to the Pope, were not fit to be heard in the papal apartments and Mgr. Maggioromo hastened to expurgate the 'talker's' repertoire."

C. Allen, manager of the Brockton (Mass.) Piano Co., has purchased an interest in the Reed & Reed Co., zophonograph jobbers, Boston, and will take an active part in the management, though not relinquishing his relations with the piano concern.



Does your jobber jolly you along?

A jobber who is good on the jolly is generally poor on "delivering the goods."

Jollying customers isn't a part of our business policy. We don't need to jolly our customers, because we get there with the goods—every time.

Shipping the goods the same day the order is received is one of our rules that we never go back on. We have just the goods you want—a complete line of Victor talking-machines and records, disc cabinets, trumpet horns, English needles, fibre cases and all other specialties—and always have them in sufficient quantities to meet all demands.

We take good care of your orders and you in turn can take good care of your customers. You'll be "Johnny-on-the-spot" with the goods and won't have to work off a lot of excuses to the disgust of your customers.

What are you going to do about it? Get a pat on the back and put up with the jolly? Or get right down to business and make sure of getting the goods?

Why not write to-day for our latest catalogue?

The Victor Distributing and Export Company

77 Chambers Street New York



SOMETHING NEW

Wood Finish Flower Horns

*SOMETHING EXCLUSIVE
IN DESIGN AND FINISH*

These horns are made of metal and finished so as to resemble Mahogany, or Antique Oak. The resemblance to finely finished wood is very pronounced.

For Cylinder Machines :

NUMBER	SIZE	FINISH
90	30 x 24	Mahogany
91	30 x 24	Antique Oak
92	24 x 20	Mahogany
93	24 x 20	Antique Oak

For Victor Tapering Arm Machines :

NUMBER	SIZE	FINISH
190	28 x 24	Mahogany
191	28 x 24	Antique Oak
192	22 x 20	Mahogany
193	22 x 20	Antique Oak

Our Wood Finish Flower Horns represent the highest degree of workmanship. They are hand rubbed throughout, and present a very handsome dull satin appearance.

Write for prices.

HAWTHORNE & SHEBLE MFG. CO.

PHILADELPHIA, PENNA., U. S. A.

MAKING CHURCH RECORDS.

How the Effects Are Produced So as to Please the Buying Public.

The laboratory of the National Phonograph Co., over which W. H. Miller presides, was the subject of an illustrated story in the Herald of a Sunday or two ago. The usual methods of making records were described in such detail as to make good "copy" for the average reader. When asked how these big church choir effects, these Easter anthems with the pipe organ and chimes are produced, the expert said:

"Just going to pull one off," he replied, as he led us to another room. It was cluttered up enough in there, too; a few old chairs, a table with a microscope on it and—the organ and chimes. The chimes were a lot of iron pipes hung on a big wooden frame. But you should have heard the music those fellows got out of it—the quartet, the organist and the chap who rapped the iron pipes with a hickory stick! It was just as big and satisfying in that little room as the real thing in a cathedral, if you shut your eyes. But I must tell you something else about that. Swung and standing in various parts of the room were large white cloth screens, such as you see in photograph galleries for regulating the light. I had wondered what they were for and asked the expert.

"Wait a minute and you'll see," he said, as the singers took their places near the megaphone. The organ pealed forth a chord and the singers took it up for a phrase or two then stopped.

"Once more," commanded the expert. Then he began arranging those screens at queer angles with each other and let one down from the ceiling toward the megaphone. And then I saw. He was regulating sound waves just as a photographer regulates light waves.

"The phonograph records every sound, good or bad," said the expert, "and, lest any one should scrape his foot on the floor, for example, we use these screens to bunch the real musical notes, in order to hide the other possible noises. Besides, you see the organ and chimes are some distance

from the singers, and the screens, as I have placed them, serve to throw the organ tones still further back and thus give the effect of space—as in a church."

The master records secured were most realistic and, despite the surroundings, abounded in that "atmosphere" one usually associates with a church.

A FEW FAMILIAR WHYS

Which Are So Often Heard by Dealers in Talking Machines and Which Will Never Die.

Editor Talking Machine World, New York:

Dear Sir—I have a few Whys and I would like your readers to answer if they can:

Why does a man, and more often a woman, tell you that they have the best machine ever made?

Why do they tell you that everyone that has heard it says the same?

Why do so many of them claim to have bought the first machine that came out?

Why do they claim to have a record that you know has never been made?

Why do they all know Edison personally?

Why do some of them break records and then tell you that you sold them in that condition?

Why do they think that dealers don't know anything?

A READER.

May 5, 1907.

HERE'S A NEW WRINKLE.

Telegraph Operator Using Talking Machine in the Instruction of Pupils With Success.

The talking machine as an aid to education has been variously adapted, but it has remained for a suburban telegraph operator to use it in the instruction of pupils. "Sending" is an easy matter, but to read by ear requires constant practice and to acquire it the learner must have some "send" for their benefit. The operator in question mounted an unusually loud sounder in a metal horn which was brought close to the repro-

ducer of the talking machine. The result was a perfect record of the dots and dashes, and a record that the student could easily follow by reducing the speed of the machine and gradually increasing it as proficiency was gained. He is now experimenting on a device by which he can let his machine take a message off of one wire while he is busy on another, and believes that it can be done.

ENTERTAINS DINERS.

Philadelphia Restaurants Are Using Talking Machines Most Successfully to Entertain Their Patrons.

Philadelphia may be slow according to popular belief, but occasionally it springs something on the public that throws in the shade other cities with livelier reputations. The latest stunt in the Quaker City is the introduction of talking machines in quick lunch restaurants, concerts being given during the busy hours of the day. The fad has spread until a large percentage of the quick lunch houses patronized by thousands of businessmen are equipped with talkers as a means of regaling their customers with everything from ragtime to grand opera during meals.

The introduction of placing talking machines in restaurants was largely due to the efforts of Sales Manager Gerson, of the Musical Echo Co., who some time ago placed machines in several of the prominent cafes, although they were later removed owing to the strenuous objections of the orchestras regularly employed in the cafes. It was not long, however, before the other restaurant owners realized the value of the talker as a business bringer, and many were quickly installed.

One entire floor at 35-37 Arch street, Boston, Mass., is not sufficient to accommodate the talking machine department of M. Steinert & Sons Co., the piano dealers, so they are contemplating utilizing the entire building—seven stories—solely for talking machines and accessories.

TALKING MACHINE SUPPLIES

For All Talking Machines

Quality the Highest

Prices the Lowest

SEND FOR CATALOGUE

Accesorios, Para Maquinas Parlantes

Para Toda Clase y Marca

La Mejor y mas Alta Calidad

Precios Admirablemente Bajos

PIDASE EL CATALOGO

THE TALKING MACHINE SUPPLY CO.

A. P. PETIT, General Manager.

400 Fifth Avenue, New York, U. S. A.

FROM OUR CHICAGO HEADQUARTERS

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

Many Important Happenings During the Past Four Weeks—Hawthorne & Sheble Co. Secure Big Order on the Pacific Coast—Rudolph Wurlitzer Co. to Handle Wholesale Talking Machine Business in Separate Building—Thomas' Latest Invention—Schoessling's Good Record—Immense Sales of Victor Red Seal Records at Lyon & Healy's—Congratulations for Arthur Geissler—New Salter Cabinets—Appreciation of Mr. Goodwin's Father—Some Recent Visitors—E. C. Plume's Western Experience—Other News of General Interest to our Readers.

(Special to The Talking Machine World.)

Chicago, Ill., May 9, 1907.

This has been a big news month in the Chicago and Western trade. First there was the arrival here of a solid train of phonographs, records and supplies, the biggest shipment to one concern in the history of the industry. Then there were a couple of big fires. One of them involved striking deeds of heroism by members of the talking machine trade. The other was confined mainly to an exclusive piano concern, but the smoke filled an adjoining building and caused excitement among the managers of several concerns in our line. The manager of one of these, the Western office of a big Eastern manufacturer of automatic machines lost for a moment his usual starch-fronted dignity and shinned down the fire-escape in a manner which must have made the ghost of Darwin rise up and call him blessed.

A Chicago man captured an order on the Coast notable in the annals of the trade. The concern that received the train shipment moved into the largest building ever constructed exclusively for the purpose of distributing talking

machines. Another jobber occupied new and larger quarters and still another has secured new quarters for his wholesale department in order to divorce it from the retail. Preparations were further advanced for the entertainment of the hordes of piano and talking machine men who will attend the conventions in June, and there were any number of minor happenings of purely commercial interest or directly involving only particular individuals and their friends. All of these matters will be handled either in the regular Chicago letter or under special headings in this issue of The World.

On his recent trip to the Coast, C. W. Noyes, secretary and Western representative of the Hawthorne & Sheble Manufacturing Co., secured what is said to be one of the biggest deals of the kind in the history of the trade. It resulted in making Kohler & Chase, of San Francisco, the exclusive Coast distributors for the new Star machines and records. Kohler & Chase have as their territory California, Washington and Oregon, and the initial order was of a size calculated to make the optics of a telescope fish protrude a bit further.

Mr. Noyes' trip also included Los Angeles, Sacramento, Portland, Seattle, Spokane, St. Paul, Minneapolis and Milwaukee. He found business good all along the line and unquestionably better than last year. All the jobbers he visited told him that there was a ready market for everything they could get in the line of talking machine goods and supplies. Conditions in 'Frisco he found to be better than before the 'quake and fire. Merchants are getting high prices for both the necessities and luxuries of life. Laborers of all kinds are receiving big wages and money is very plentiful.

Hereafter the wholesale talking machine busi-

ness of the Chicago office of the Rudolph Wurlitzer Co. will be handled entirely separate in every way from the retail, and new wholesale stockrooms, etc., have been leased at 336 Wabash avenue, between Congress and Harrison streets. The top floor of the seven-story building, 80 by 170 feet, has been secured. The new place is excellently lighted, and will enable them to carry a wholesale stock of both Victor and Edison goods and supplies three times as large as at present. They expect to occupy the new quarters about May 10. Manager E. H. Uhl and his assistant, Mr. Siemon, whose especial care is the wholesale talking machine business, deserve great credit for the manner in which they have built up the business and the manner in which they are catering to the demands of the dealers.

F. M. Atwood, a talking machine man whom Chicago once knew, is fast assuming a place among the most progressive of Southern jobbers. For some years he was with C. A. Ray, whose head store was in Louisville, and who had branch stores in various cities. In 1903 or thereabouts Mr. Atwood was manager of Ray's Chicago store, and was heartily liked and esteemed by the trade here. About two years ago he went to Memphis, Tenn., and opened a store of his own. He became an Edison jobber, and has built up an excellent trade among the dealers of Dixie-land.

A. E. Thomas, of Milwaukee, the inventor of the Dolcer tone regulator, which he recently sold to the Columbia Co., is again in the field with an attachment for disc machines for catching used needles. It consists of an arm of sheet metal, which screws to the top of the machine cabinet with a ring attached to the outer end of the arm. Into this ring fits a small cup. The device is so placed, of course, that the needle

PROMPT SHIPMENT

WE CAN GIVE YOU

“WHAT YOU WANT”

IN

Edison Phonographs and Records

WHEN YOU WANT IT

“THE PEOPLE WITH THE GOODS”

BABSON BROTHERS

G. M. NISBETT, Manager.

304 Wabash Avenue,

CHICAGO, ILL.

drops into the cup when the screw or clamp, as the case may be, is released after the record has been played. The cup is instantly removable. Mr. Thomas has patented the device, and will market it himself.

George A. Jaencke, who came here a few months ago from Davenport, Iowa, where he managed the talking machine department for Robert Smallfield, and took charge of the retail floor at the Columbia Phonograph Co., resigned last month and went to Rock Island, Ill., where he has opened a store for himself.

L. Kean Cameron, the well-known retail talking machine salesman, who recently went with the house of Wurlitzer, has been dangerously ill for several weeks past, but is now happily convalescent.

A man who is making a record as a wholesale talking machine and small goods salesman is Hans Schoessling, who is covering city trade for Rudolph Wurlitzer. Mr. Schoessling is one of the best 'cellists in the city, and has traveled with the orchestras of grand opera companies. It is rare indeed that a man who has followed professional lines exclusively is able to make a success of the business game, but Mr. Schoessling is proving himself a rarity in this respect.

Victor Green was pleased with the report of the Columbia banquet, but criticized slightly the reproduction of Eckland's speech as not being absolutely true to life. And Victor certainly ought to know.

Last month Lyon & Healy's sale of Victor Red Seal records was 100 per cent. ahead of any previous month, and this, too, in spite of the fact that Red Seal records have been showing large gains every month with this house for a year or more. The remarkable increase in April, Lyon & Healy state, was owing to the special list of twelve new Red Seal records with which they are again fully supplied. Their entire talking machine business showed an increase of 50 per cent. over April, 1907.

The Central Camera Co., 33 Adams street, are selling talking machines and records at \$1 down and \$1 per week, and announce a line of cabinets

from \$9 up, which they will sell on similar terms.

Arthur Geissler, manager of the Talking Machine Co., is receiving many letters from the trade, congratulating him on his efforts to cater to the dealers' need and convenience. Mr. Geissler believes in sinking his own personality in advising country dealers as to the best sellers in the new Victor monthly list, and instead of stating his individual preferences of those of his employes, is governed entirely by the opinions of the large Chicago dealers, who have the opportunity of hearing the records before ordering, something that the country dealers could do, of course, were it possible for them to come to the city for the purpose. But they don't have to do this. When Mr. Geissler gets a selection order from the country he immediately refers to the city dealers' orders, strikes an average on the demand for different numbers, and makes up his selection accordingly, thus giving the country man the advantage of the judgment of the dealers who have heard the records, and have ordered not merely on the strength of their personal preferences, but also on their judgment as to the commercial possibilities of the records. The Talking Machine Co. are now in their fine new quarters at 72-74 Wabash avenue, where they have established an excellent new system of stock shelving, and have the greatly increased facilities which the remarkable growth of their business has necessitated. They are shipping records the day received, and with an absolute minimum of "outs."

The Salter Manufacturing Co., of this city, are bringing out a new cabinet to be known as the Salter grand. It is very unique and is the invention of W. W. Parsons, the manager of the commercial department of the Chicago office of the Columbia Phonograph Co. The machine horn and all is placed inside the cabinet, but is easily reached through the side door of the cabinet for placing and removing the record, adjustment, etc. There is ample compartment for records immediately beneath the machine. When the cabinet is closed, and whether the machine is in operation or not, there is nothing to indicate

that it is other than a music cabinet with the door on the side. The full volume of the tone issues through an invisible screen, handsomely decorated, and which appears to be only a part of the ornamentation of the cabinet. Mr. Parsons, in speaking of the Salter grand, remarked that "all the tone comes out while the scratch stays in." The Salter Co. have now ready for the trade a new catalogue of disc and cylinder cabinets, including several attractive new styles. It also contains one cut of the Salter grand, but a special catalog, devoted entirely to it, is now in preparation.

The May Victor bulletin, bearing on the cover an illustration in colors of a sweet young girl sitting on a flower-strewn bank and listening raptly to the carol of a robin perched among the apple blossoms above, reached the Chicago office of The World on an afternoon early in May, while a driving snowstorm was raging without. We could just hear that birdie singing.

The Oregon Journal, of Portland, Sunday, April 28, has over a half page devoted to a descriptive article, together with illustrations concerning R. La Barre Goodwin, the artist father of C. E. Goodwin, manager of the talking machine department of Lyon & Healy. Mr. Goodwin, Sr., has been residing in Portland for eighteen months past, and has recently completed what is known as the "Roosevelt Game Picture," and which is to be purchased by a prominent citizen of Oregon and presented to the President. The painting represents the door from Roosevelt's cabin in North Dakota. Leaning against the door is the old fowling piece that was owned and used by General Phil Sheridan while a resident of Oregon, and hanging from a nail in the door is a string of game killed by the artist while hunting on Columbia slough. In speaking of R. La Barre Goodwin's work, the Oregon Journal says: "Mr. Goodwin has a world-wide reputation as a painter of game and game birds. The chief characteristic of his work is tone and quality of color, with absolute accuracy of anatomical structure—a wealth of detail without hardness."

Mr. Goodwin is as famous as a portrait painter

**MORNING GLORY
HORNS**

Plain and Decorated

Just Arrived

At Our Chicago Warerooms

SEVERAL CARLOADS OF

O. K. CRANES

Nickel-plated and

Oxidized

HORNS AND GENERAL SUPPLIES

All orders shipped out same day received. No advance on Factory prices.

During the Convention of the Central States Talking Machine Jobbers' Association, June 17-18, members are cordially invited to visit our show rooms, where "something now under cover" will be exhibited for the first time. It will pay every jobber to call.

**STANDARD NEEDLES
AND
MAIN SPRINGS**

in all sizes

**WESTERN TALKING MACHINE
AND SUPPLY CO.**

DILLBAHNER & FEINBERG, Props.

6 E. Madison Street CHICAGO

**RUBBER HORN
CONNECTIONS,
Disc Record Envelopes,
OIL CANS, ETC.**

as he is as a pictorial exponent of game and game birds, and since he has been in Portland has painted portraits of several of Oregon's best-known citizens, one of which, that of Colonel L. L. Hawkins, will adorn the walls of the City Hall, and another that of Judge Bellinger, is for the United States Courtroom in the Government Building. His home is in Chicago, where he has a studio in the Fine Arts Building.

C. O. Arnold, of the Arnold Jewelry & Music Co., Ottumwa, Iowa, was a Chicago visitor the latter part of April. He retails Victor and Edison goods and is a Columbia jobber. He has built up a large business with the Iowa trade.

W. A. Dean, of W. A. Dean & Co., Sioux City, Iowa, accompanied by his two sons, who are associated with him in the business, was in the city recently, and called on E. C. Plume, Western wholesale manager for the Columbia Phonograph Co. Mr. Dean is a jobber of Columbia goods and general talking machine supplies, and intends greatly enlarging his jobbing operations in the near future.

G. Sommers & Co., the large general wholesale merchandise house, of Minneapolis, have recently become jobbers, handling the Columbia line exclusively. G. C. Knox, an energetic and experienced man, is in charge of the graphophone de-

partment. They are building up a fine trade among the dealers of the Northwest.

George W. Lyle, general manager of the Columbia Phonograph Co., visited the Chicago office the latter part of April.

E. C. Plume, Western wholesale manager of the Columbia Phonograph Co., had an experience last month which nearly resulted in removing one of the trade Adonises from the sphere of earthly activity. While in Minneapolis on a business trip he visited one of the best cafes in the city, and indulged in his favorite breakfast dish of country sausage and buckwheat cakes. He returned to the Minneapolis Columbia office and straightway began to feel faint. Inside of ten minutes they had to carry him out of the store feet foremost. They deposited him gently in a cab and took him to his hotel. The house physician gave one glance at Plume and got busy. He pronounced it a serious case of ptomaine poisoning, and said that he had been called not a minute too soon. For several days Mr. Plume was dangerously ill, and even after he came back to Chicago was unable to appear at his office for nearly a week. He considers his recovery a miracle in every way, as he declares it to be an actual fact that as he was carried out of that store in Minneapolis the strains of "He Done Me Wrong, or the Death of Bill Bailey," sung by Hughie Cannon, No. 1799, was being played on a graphophone for the delectation of a customer. A man who can successfully overcome a hoodoo like that should live to be a regular Methusalah.

HISTORY MAKING SHIPMENT.

Twenty-Seven Carloads of Edison Phonographs, Records and Supplies for Babson Bros. Constitute the Largest Shipment Ever Made—The Story of the Trip.

(Special to The Talking Machine World.)

World Office, 195 Wabash Avenue,
Chicago, May 7, 1907.

Babson Bros. certainly proved themselves to be history-makers last month. In the first place that wonderful train of twenty-seven cars full of Edison phonograph records and supplies arrived in Chicago a day ahead of schedule time. Then, too, they occupied their magnificent new building on the West Side. Finally, just to show that if especially favored by the gods it was due to their own efforts, and that they were not exempt from those annoyances and accidents which the whole blessed race is heir to, they had a fire.

The train left Orange, N. J., Monday night, April 15, via Erie Despatch, and after traveling a short distance laid over and thereover made only daylight runs until they reached Marion, O., Friday night. This remarkable shipment was made purely because of business necessity and because Babson Bros. needed the goods, and needed them right away. Their fine new building had to be completely stocked, so that they could maintain their reputation of filling all orders promptly and completely. On the other hand, Babson Bros. wisely determined to get all the advertising advantage possible out of this remarkable shipment. Therefore, they had the train start a week before they were ready to place the goods in the new building in order

that it might pass through the principal towns at a time when the citizens and dealers could view it. The actual running time was fifty-eight hours; the rest of the time it was quietly snoozing on sidings awaiting the hour when people would be up and seeing.

While it was planned to have the train arrive in Chicago Sunday the schedule was changed by wire so as to have it in Hammond, Ind., which is, by the way, the western terminus of the Erie road's own track, Saturday morning, in order that the train might be met there by a party from Chicago and photographed. This necessitated making the run from Marion, O., by night. This distance of 300 miles was made in twelve hours.

The party which went to Hammond to view the Edison-Babson Jumbo train consisted of George M. Nisbett, wholesale manager of Babson Bros., whose efforts since he assumed this position last September have had much to do with making this enormous shipment necessary; A. V. Chandler, the jovial and energetic Chicago city representative of the National Phonograph Co.; A. E. Peterson, contracting freight agent for the Erie road, who had all the arrangements in hand from the start; Mr. Mellen, the official photographer, and last, but by no means least, the gentlemanly and courteous western representative of The Talking Machine World. The quartet left Chicago at 8.30 Saturday morning, arriving in Hammond about 9. To the great surprise of The World man, the big freight train had anticipated their arrival by nearly three hours. The World had supposed that it would be too much to expect a freight on time and had already arranged for a visit by the party to a big piano plant which constitutes one of the chief glories of Hammond. The visit was not made. Inquiry developed that the train was calmly awaiting the visitors, and the latter proceeded to walk the ties out to the Erie yards. There she was, 27 cars and caboose and headed by one of the biggest bull engines ever built in this country. Twenty-seven cars—count 'em—containing 300,000 Edison gold moulded records, of which 20,000 were of the May bulletin, 9,000 Edison phonographs, with Standards and Triumphs in the numerically, three cars of horns and supplies from the Tea Tray Co. and the New Jersey Sheet Metal Co. and a lot of their supplies, advertising matter, etc.

After we had recovered and had exhausted the English language in expressing our emotions, the work of photographing commenced. This necessitated pulling the freight out to the Steel Co.'s siding, so that an uninterrupted view of the monster could be obtained. Mr. Mellen, the photographer, selected his point of vantage and then found that there was a number of scrub trees in the way. While one of the train crew went for axes, Chandler climbed one of the trees and seated himself in the fort. The device worked; the tree fairly crumbled like an egg-shell, but Mr. Nisbett remarked that he thought it would be easier on Chandler at least to await the arrival of the axes. After all serious obstructions had been removed the train was photographed. This was an interesting process, owing to its great length, and required the use of several plates in order to secure the material for the single reproduction of the entire train which appears in this issue of The World.

By noon the train was in Chicago and pro-

(Continued on page 26.)

Automatic Specialties

The CONVENTION of the NATIONAL PIANO DEALERS' ASSOCIATION will be held at the Auditorium Annex, Chicago, June 19th to 23d.

WILL YOU BE THERE?

If so, it will pay you to call and inspect our magnificent stock of

ELECTRIC PIANOS
ELECTRIC HARP-PIANOS
MANDOLIN-PIANOS, Etc.

We also exhibit and sell the world's finest line of COIN-OPERATED MACHINES of every description. Write for illustrated Catalogs.

Look out for our great SPECIAL ANNOUNCEMENT in the June issue of "The Talking Machine World."

H. C. KIBBEY & CO.
209 State Street, CHICAGO



OLD STYLE
SOFT RUBBER
CONNECTION

"TIZ-NOT-IT"

"Tiz-It" sells on sight—Retail at 50 cents—Worth much more.
"Tiz-It" fits all Edison Phonographs and cylinder Graphophones.

IMPROVES ANY MACHINE 100 PER CENT.
Send for Descriptive Circulars and Discounts to the Trade

SPECIAL INTRODUCTORY OFFER TO DEALERS—Write for it To-Day



IT'S ALL IN THE BALL

PAT. PENDING

"TIZ-IT"

THE NEW ALL METAL

HORN CONNECTION
KREILING & COMPANY
INVENTORS AND SOLE MANUFACTURERS
855 North 40th Avenue, CHICAGO

RECORD DISC and CYLINDER CABINETS

Complete Line
Attractive Designs
Popular Prices

YOU WILL BE PLEASED
Write for Catalog "by return Mail"

O. D. WEAVER & CO.
Cor. Adams and Wabash Ave., CHICAGO

IMPORTANT

One year ago we were doing a retail mail order business that amounted to many thousands of dollars a month. You remember that, Mr. Dealer.

It took a great deal of nerve to cut it out, but *we did it*, and established the only *Exclusive Wholesale Victor Concern* in the country. As a result our business has trebled.

We have been forced to move from our old place, which for fourteen years accommodated us, *to larger quarters*.

Our customers extend from Maine to California. Why? *Because we wholesale exclusively, therefore carry the largest stock in the country*. Dealers feel that freight paid on one order filled complete is cheaper than on an original order and on a back order. Then too, the goods reach you in exactly the same condition as received by us from the factory. *You might just as well be dealing with the factory direct*.

In these times of machine and record famine we are not turning down business. We want more, *and we can handle it*.

You have probably signed our contract already. If not, *do it to-day*.

Ask us about our proposition to handle your monthly order.

And remember two things, *we wholesale exclusively*, we don't want retail business, *we are referring it back to you*.

If you come to the Piano Dealers' Convention, don't fail to come and see us, in our new home.



THE TALKING MACHINE CO.,

72-74 Wabash Avenue
CHICAGO

THERE'S a big new Catalog of Mechanical and Automatic Instruments, just off the press. Do you want a copy?

There's money in knowing the latest and best Mechanical Instruments, and in knowing the latest cash prices that you can buy them for.

This catalog contains life-like illustrations, complete descriptions and a deal of important information about

Lyon & Healy's Great Line of Public Music Instruments

including

Majestic Pneumatic Self-Players

Majestic, Jr., 44-Note Players

Nickel-in-the-Slot Pianettes

Circus Organs, Military Band Organs

Welte Orchestrions, Etc.

WRITE, RIGHT NOW

LYON & HEALY, Chicago, Ill.

Money Is the Real Talking Machine

**MONEY NOT ONLY TALKS, IT
VERY SELDOM STUTTERS**

We have invested money with a lavish hand, that we might be able to take care of the wants of

**5,000 More Dealers
In Talking Machines
and Phonographs**

Send your next orders to us for **Extra Prompt Service and Extra Care in Shipping.**

This is also important:

MR. DEALER:

We refer back all Talking Machine and Phonograph inquiries coming to us from out-of-town to the dealers who buy of us.

LYON & HEALY



Lyon & Healy

CHICAGO

FROM OUR CHICAGO HEADQUARTERS.

(Continued from page 22.)

ceeded to the new building of Babson Bros. at the corner of West 19th street and Marshfield Boulevard. It took several days to unload the cars and place the goods in stock.

A special mention should be made of the excellent work in handling the big shipment of A. E. Peterson, contracting freight agent for the Erie road. He literally lay awake nights trying to provide against all chances of delay. Every detail was looked after personally by him, and he even went down to Meadville, Pa., met the train there, made arrangements for the balance of the trip and brought back with him a photograph of the train which he had taken himself. Peterson always does business this way.

It is hardly necessary to repeat here the remarkable history of Babson Bros. After years of successful experience in the talking machine business they started for themselves in October, 1905. In September of last year the wholesale department was established, in charge of George M. Nisbett, who for some years previous had been in charge of the western office of the National Phonograph Co.

Some idea of the magnitude of the business of the firm may be gleaned from the statement of F. K. Babson that this great shipment furnishes them with only about sixty days' supplies. In fact, they have received several additional cars from Orange since the big train.

A photograph of the building and a brief description were presented in last month's World. Another photograph and some essential details appear elsewhere in this issue.

LATER CHICAGO ITEMS.

(Special to The Talking Machine World.)

Chicago, Ill., May 10, 1907.

The Chicago Case Manufacturing Co., manufacturers of talking machine, record and horn-carrying cases, etc., have just moved from their old location on West Washington street to 241 South Jefferson street. Here they have more than double the amount of floor space of their old quarters, and will be able to increase their capacity and accumulate stock to a degree impossible before. The company make a point of manufacturing and carrying in stock cases for every type of every make of machine.

L. E. McGreal, of McGreal Bros., Milwaukee, will celebrate his fifth wedding anniversary this summer. He has a beautiful young wife and two fine little boys—Jack, who boasts three years, and a small brother. Mr. McGreal's friends, who know how pleasantly he is situated, connubially speaking, were no doubt surprised when they recently read in an Eastern trade paper that Mr. McGreal had just been married. By a strange coincidence a similar item appeared in a Milwaukee daily about a week before the item loomed up in the trade paper. Just how it happened is a mystery, but the fact is that when Mr. McGreal talks to a daily paper man he wants to do him all the good he can. He was probably once a newspaper man himself, and knows the exacting requirements of the city editor on a "dry" day. It is just possible that Mr. McGreal told the reporter something about the fine new building into which he is moving his extensive talking machine business, and when he finished with the building kept on talking. Anyway, the wedding story was published and Mrs. McGreal's maiden name was printed correctly. Just how the paper located the happy pair—and they certainly are still happy—half-way to the Pacific Coast on their wedding trip is somewhat hard to understand.

CHAMPION INSTALMENT SALESMEN

H. H. Goul Wins First Prize for Largest Columbia Sales Amounting to \$3,083.13.

(Special to The Talking Machine World.)

Chicago, Ill., May 9, 1907.

Since May 1 H. H. Goul has occupied the enviable position of champion instalment salesman of the Chicago office of the Columbia Phonograph

Co. At least, he won the prize offered by Manager O. W. Eckland, of the instalment department to the salesman rolling up the largest sales record during the month of April. Mr. Goul's sales during that month amounted to \$3,083.13. He is very proud of the \$25 gold piece he received for his remarkable accomplishment.

Fred Severa, who works out of the Ashland



H. H. GOUL.

avenue store, sold \$2,600 worth of goods, and won the second prize of \$10, while Max Gewald, of the Halsted street store, won the third prize of \$5 on a \$2,500 sales record.

BIG FIRE IN CHICAGO.

Healy Music Co. the Principal Sufferer—The National Phonograph Co. and Babson Bros. Were Not Largely Affected.

(Special to The Talking Machine World.)

World Office, 195 Wabash avenue,

Chicago, Ill., May 6, 1907.

A fire which badly damaged the building at 298-304 Wabash avenue, Monday afternoon, April 22, caused serious loss to several concerns in the talking machine and allied lines and caused vast excitement on Wabash avenue.

The Healy Music Co., of which Ray Healy, son of the late P. J. Healy, is president, was the principal sufferer. The Healy Co. occupied the first floor and basement and half of the third floor. Their stock consisted of pianos, player-pianos, small goods, talking machines, etc., and they were also retail agents for the Regina mu-

sic boxes, of which they carried a large stock. A great deal of the stock in the rear of the building was burned up and probably all of the balance was badly damaged by water. The company's loss was fully covered by insurance, of which \$45,000 is carried on the stock.

Among the other tenants of the building were the National Phonograph Co., on the sixth floor, which had its Chicago commercial machine, moving picture and battery departments on the sixth floor. They suffered considerable damage by water to stock and fixtures. The excitement on this floor at one period was something great, as a number of girls were working in the company's school for training typewriters in the use of the business phonograph. The flames at the rear cut off exit there and vast volumes of smoke were pouring up the stairway. This left only the fire escapes on the front of the building. Messrs. Harding, Barnes and the other men in the office were prepared to take the girls down to the street via this route, but they positively refused to go. The men bravely stood by the girls in spite of the frenzied cries of the people on the street and the assurance by some of the firemen that it was their only mode of escape. Finally the firemen reached the sixth floor, and then forced the smoke away from the stairway sufficiently for the sixth floorites to descend safely.

In the meantime a bad quarter of an hour was being experienced by the employes of Babson Bros., wholesale talking machines, on the third floor. Manager George N. Nisbett finally succeeded in getting his force, which also included several young women, safely to the street. Notwithstanding the fact that Babson Bros. carried an immense stock of phonographs and records on this floor their loss was comparatively light. Only a small portion of it was damaged, and that simply by water from the floors above. The greater part of the rows of bins were left perfectly dry and the stock untouched in any way. The total loss to Babson Bros. will not reach \$1,000, and is covered by insurance. Shipping was delayed only a few hours.

The Healy Music Co. have secured new quarters at 212 Wabash avenue, which they will occupy as soon as possible. As in the past, they will handle Victor and Edison goods and the Regina line.

A poor little plaster-cast Victor dog went through a hard experience in the Healy fire. After the smoke had cleared away he was still in his place in the window, but his feet were damaged, his nose partly missing and his mouth twisted, so as to change the pleading, listening expression of his face to the most sorrowful woe-begone one in the world.

To All Talking Machine Dealers

YOU buy Screws, Studs,
etc., for repair work.

Why Not Try Us for Prices

Remember, we make only to Specifica-
tions or Samples, which you must send in

THE WALLACE BARNES COMPANY
BRISTOL, CONN.

PACIFIC COAST HAPPENINGS.

Shortage of Victor Machines—Increasing Interest on Talker Business—Clark Wise Activity—New House in Los Angeles—Will Anti-Trust Law Affect Talker Business?—Details of the New Measure—Business Very Active Throughout the State and Outlook Satisfactory.

(Special to The Talking Machine World.)

San Francisco, Cal., May 4, 1907.

The scarcity of Victor machines on this coast has become so serious that Sherman, Clay & Co. are having a hard time to supply the demands. It now develops that the recent trip of P. T. Clay to the East was largely for the purpose of seeing what could be done to increase the shipments of Victor goods. The difficulty of getting goods from the factory is being accentuated by the slow freights.

Apparently the lively demand for and the general interest in talking machines has attracted the attention of live merchants in other than music lines. This is particularly true in the interior, where a number of general merchants and others have recently put in talking machines. The John Breuner Co., one of the leading furniture houses of Sacramento, has put in a line of Victor machines and records and is advertising to donate the freight on all machines ordered for out-of-town shipment. In some of the smaller towns of the interior several general merchants have put in a cheaper grade of machines and records to be used as premiums and as trade winners for the other lines sold in the stores. A Chicago jobbing house has a man out in California working up this trade.

Clark Wise & Co., of San Francisco, report that the Victor business with them is the most active department in the big music store just now. This trade is holding up well, notwithstanding the comparative dullness in other lines. The company's branch store at Eureka, Cal., is making a special effort on Victors and is doing a big business with them.

Eilers Piano House, of Portland, Ore., has opened a branch talking machine store at the town of Vancouver, Wash. The Eilers store at Portland has been giving a series of Ernani concerts on the Victor this week.

The Central, a department store recently opened at Los Angeles, Cal., has opened a talking machine department and is making its bow to the public by selling machines at cut rates.

The arrival of the new Victor record of the Rigoletto quartet has attracted a lot of interest

here. All the leading houses are giving it some special advertising, and in Los Angeles a similar result has been achieved. In the latter city the Geo. J. Birkel Co. are using this record as a special drawing card for the company's Victor recitals.

Byron Mauzy is planning to give his talking machine department more prominence, and is already giving it more space in the store. He has secured the services of Edwin H. Youse, formerly with Sherman, Clay & Co., as manager of the department.

The Tacoma Phonograph Co., of Tacoma, Wash., has put in a line of sheet music in connection with their talking machine stock.

How will California's new anti-trust act affect the talking machine business in this state? It seems pretty certain that if the law is upheld, and lawyers say that it will be, there will have to be a change in the manner of selling talking machines. The new law says in part: "A trust is a combination of capital, skill or acts by two or more persons, firms, partnerships, corporations or associations of persons, or of any two or more of them for either any or all of the following purposes: To fix at any standard or figure, whereby its price to the public or consumer shall be in any manner controlled or established, any article or commodity of merchandise, produce or commerce intended for sale, barter, use or consumption in this state." "Every such trust as is defined herein is declared to be unlawful, against public policy and void." The punishment for violation of the act is a fine of not less than \$50 and not more than \$5,000, or imprisonment for not less than six months and not more than one year, or by both fine and imprisonment, each day's violation to constitute a separate offense. So far, the dealers have taken no action, but if some dealer should cut prices on talking machines and the manufacturer or jobber should thereupon refuse to sell him stocks something interesting might happen. Possibly dealers in other lines will be allowed to make the first test of the new law. It is understood that many handlers of cameras and supplies are in a good mood to give the Eastman Kodak Co. a taste of the new law.

Sherman, Clay & Co. have put in some new demonstration rooms for their talking machine department at the Seattle, Wash., store and are rapidly making this store one of the most complete on the coast.

Oscar E. Barringer states that he has resigned his position as sales manager of the Talkophone Co., of Toledo, O.

EVOLUTION OF THE RECORD.

The Remarkable Advance in the Art of Recording—The Human Voice Now Truly Photographed—Has Meant Time, Labor and Money, But It Is Worth It All.

Judging from the absolute perfection of some of the most recent records placed on the market it would seem as if the manufacturers are successfully overcoming the innumerable difficulties that existed in the past in the matter of making a perfect record. The receiver, with its remarkable supersensitiveness, never fails to absorb every imperfection as well as perfection of the voice as well as the surroundings. Therefore the voice must always be in perfect trim, never fatigued, because it reproduces in wax as clearly as a photographic lens records an impression on the sensitive plate; in fact, the singer's voice must be as fresh, as vigorous and even in better condition than when appearing before a critical audience at the Metropolitan. It is a well-known fact that some of the opera singers have worked over and over again in order to get a perfect record, and Mme. Eames has only recently stated that much of the success of her records is due to the care and research taken by those who have to do with the mechanical part of receiving the voice. Many hitherto futile efforts have been avoided and the ideal in voice reproduction has, in many instances, been approached.

The really perfect record represents in itself a tremendous amount of effort and care, and needless to say, expense, for the artist who makes it received a fabulous sum, while the time and labor involved in perfecting apparatus that is supersensitive, and records the perfect voice in perfect form, is beyond computation.

The artistic value of the talking machine record has been recognized by managers of opera companies within a recent date in a very emphatic way. It is said that Hammerstein heard several of the artists he subsequently engaged for the Manhattan Opera House by means of talking machine records, and in no instance was he mistaken in his first estimation of their vocal ability. Could there be a higher tribute to the perfection of the record than this?

WOOD WITH REGINA CO.

Wednesday John Wood, formerly with the Regina Co., New York, and recently in charge of the talking machine department of the Habne Co., Newark, N. J., returned to the former firm as a salesman in talking machines and music boxes, retail.



WESTERN JOBBERS!

Are you aware of the fact that we are shipping promptly to our Western warehouse a sufficient quantity of horns of every description to satisfy your wants?

The warehouse is under the direct management of the Western Talking Machine & Supply Co., 6 East Madison Street, Chicago, Ill.—"Nuf Ced."

We are also making prompt factory shipments to our Eastern jobbers.

NEWARK TINWARE & METAL WORKS

28-30-32 DIVISION PLACE

NEWARK, N. J.



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
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INTERNATIONAL CATALOGUE (224 Pages) GRATIS

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SOLE AGENT FOR GREAT BRITAIN AND COLONIES

O. RUHL, 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.

The Trade Situation Reviewed—Suit to Determine Whether Records Come Within Musical Copyright Act—British Sonogram Co. Working Along New Lines—Neophone Expansion Abroad—Sterling Factory to be Enlarged Activity in Manchester—Colquhoun Records Please—New Tone Arm Disc Graphophone—Robbery at Lyon Co.'s—Columbia Co. Open Retail Store in Paris—Some Notable Records by Leading Concerns—Dictaphone Popularity—Some Topical Advertising—Cheaper Post to Canada—Pertinent Comment on Current Happenings.

(Special to The Talking Machine World.)

World Office, 69 Basinghall Street,
London, E. C., May 5, 1907.

Trade still continues somewhat uneven in London, but the outlook bears a brighter aspect for the future. The following two or three months may naturally be slow in the home markets, yet it is gratifying to learn that colonial and foreign orders continue to increase, and while the manufacturers are busy in this direction, a goodly measure of business should accrue to the factors, more especially those who advertise or adopt some form of publicity which will attract and draw orders to their warehouses. The best way in which this may be accomplished is through the medium with a circulation extending to all parts of the earth, and obviously Mr. Factor such a medium is in your hands. There is a fine trade to be secured abroad, and the English factor can get his share even easier than the American or Continental jobber, whose advantages are considerably lessened by our preferential tariff system. True, manufacturers have their agents abroad, and even exclude English factors from certain markets, but there are other foreign markets open, and which are not too well catered to. Advertise a good and cheap salable article to get in touch, then it's the factor's own fault if he cannot induce orders for other goods on which a better profit is secured, and thus build up a permanent export trade.

All British Manufacture.

"All British" manufacture is the keynote of the Edison-Bell trade. The announcement of four new phonographs is attracting widespread attention, and, said Mr. Hough, "already large orders have been placed, although we do not expect that

they will be ready to market much before July. For the manufacture of these machines we are installing a complete set of special machinery of an up-to-date type, which will enable us to produce in large quantities, and sell at an exceptionally low figure. The phonographs embody several improvements protected by recent patents. Prizes (76 altogether) are offered for the best names suggested and adopted, under which the machines will be known. Certain names—Queen, Prince, King, Crown, Sceptre and Empire—already under consideration are, of course, excluded from mention by competitors.

Rauth's Attractive Lines.

Fr. Rauth again advertises some cheap lines which all dealers should take advantage of. He handles a good line of reliable motors for talking machines, also one for show stands, which will run about twelve hours with only one wind. Price, \$5. "Hebrew" and Lyrophone discs are also splendid goods to trade with. Records of quality which allow a good profit to the dealer. Address, 9 Christopher street, Finsbury, London.

National Phonograph Co.'s Report.

The General Phonograph Co. report the home trade as none too brisk, but with other countries they are doing a fine business. The new proposed premises to be taken in City Road will be shortly decided upon.

Imperial Records Liked.

The Ian Colquhoun series of "Imperial Records," by reason of their wonderful sweetness in tone and clear enunciation, are being eagerly sought after. Gilbert Kimpton & Co. have reason indeed to be proud of this latest list.

Edison Grand Opera Records.

The National Phonograph Co. have issued their advance list of Edison grand opera records, comprising five new selections, three sung in Italian, one in French and the other in German. Two new artists of considerable fame appear in this list.

Phonographic Records and Copyright Act.

The case of Newmark vs. the National Phonograph Co., Ltd., and the Edison Manufacturing Co., raised the question whether or not songs—words and music—reproduced by means of phonographic records came within the musical copyright act. The plaintiff alleged that he was the owner of the copyright of both the words and music of a popular song, entitled "The Paralytic Hotel," of which the defendants had

taken, or caused to be taken, phonographic records which they had sold in large quantities all over the world, and he claimed an injunction and damages.

The defendants admitted that they had manufactured records of the songs, but denied that they had infringed the copyright. Mr. E. H. Coumbe, on behalf of Mr. Isidore Newmark, a professional music hall singer, said that his client was the owner of the words and music of the song, which was popular at seaside records. It was very amusing, though, perhaps, not suited to the cold atmosphere of the court. The chorus ran:

"Sweet and bitter is the memory—

Decidedly such things ought not to be.

Oh, my dear, kind people, we never shall forget

That paralytic hotel by the sea."

(Laughter.) That might not sound very amusing as he had rendered it. (Laughter.) Yet down by the sea and in certain music halls it seemed to have caught on, and, at any rate, plaintiff thought it was good enough for him to make "a hit" with it, and he purchased words and music, but found afterward that the defendants had "lifted" both, and his property became worthless to him, therefore he submitted that the plaintiff was entitled to an injunction and damages.

Mr. Leversedge, on behalf of the Edison Manufacturing Co., Ltd., explained that the company was not a manufacturing company, but one which existed only for the purpose of keeping possession of its name. The plaintiff examined said a friend of his bought a cylinder of the song, and the witness ground it out on a phonograph. Mr. Scrutton, K.C., on behalf of the National Phonograph Co., argued that the record on the cylinder was not a copy within the meaning of the act. The question had been decided in the case of "Boosey vs. White," in which the court held that a perforated roll was not a copy of a song. There was no evidence to show that the defendants had performed the song, and selling the cylinder could not be held to be causing the song to be sung or performed in public, and he submitted that the defendants had a perfect right to sell the records for private performances, which did not constitute an infringement of copyright.

His lordship said it was clear that this was not a case which came under the copyright act. The records could not in any way be regarded as a

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.

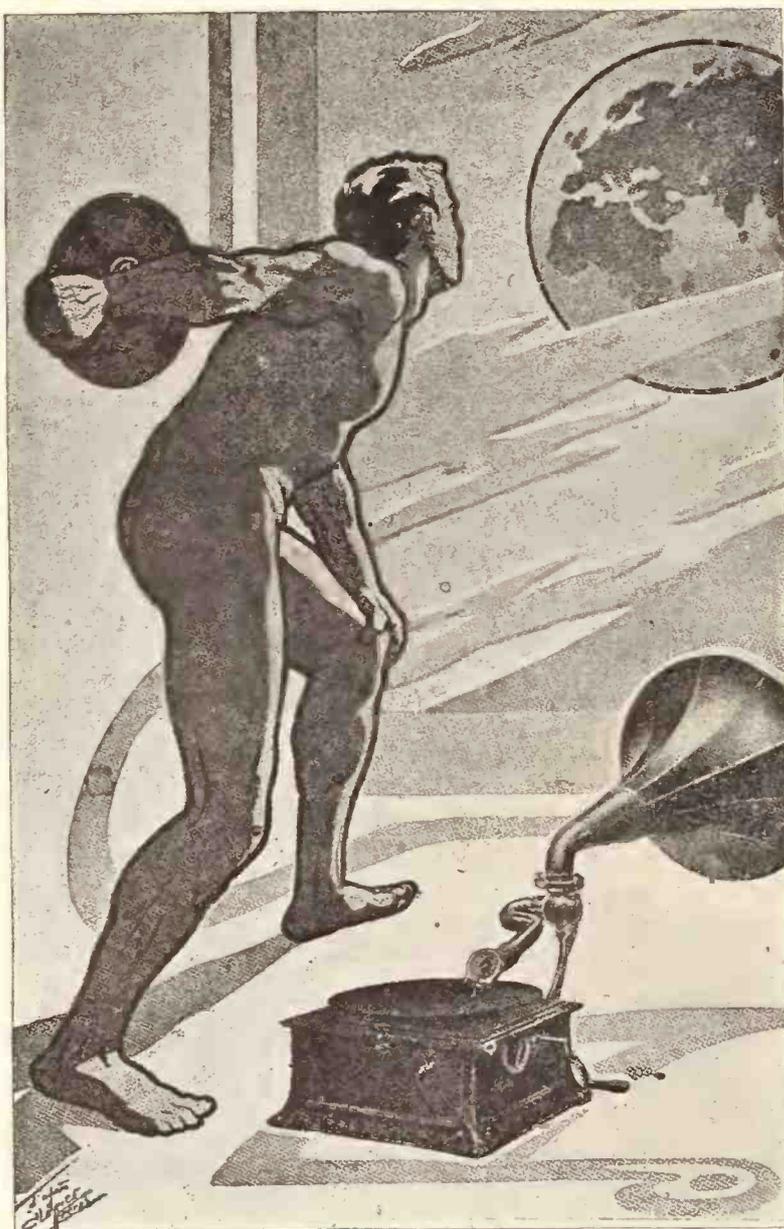
PARTICULARS FROM

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

GEO. DYER, Sec.

PATHE FRERES—LONDON
PATHE FRERES—LONDON

PATHE'S DISC



ONCE YOU HAVE HEARD
PATHE'S DISC YOU WILL
 NEVER BUY OTHERS.

PATHE'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
PATHE DISC IS OBTAINED BY
 USING A SAPHIRE POINT, THERE
 IS NO CHANGING THE NEEDLE,
 GIVES THE NATURAL VOICE.

PATHE'S REPERTOIRE
 CONTAINS OVER 20,000
 SELECTIONS DRAWN FROM
 ALL PARTS OF THE WORLD.

PATHE'S PHONOS

LONDON WAREHOUSE, 14, 16, 18, LAMBS CONDUIT STREET (W.C.)
 LONDON RETAIL SHOWROOMS, 64, REGENT STREET, LONDON (W.)

PATHE FRERES—LONDON
PATHE FRERES—LONDON

FROM OUR LONDON HEADQUARTERS—(Continued).

sheet of music. There must be judgment for both defendants, with costs.

British Sonogram Co. Forging Ahead.

The British Sonogram Co., some particulars of which I gave in our last issue, having now gone to allotment, will forge ahead along lines somewhat new to the talking machine industry. It will practically be a sort of co-operative company, in which privileged dealers (those who have taken up not less than ten shares) will receive an extra 2½ per cent. allowance over and above the usual trade terms, while those holding less than ten shares are most liberally dealt with through factors. The policy of the company is to deal direct only with the privileged dealers and factors. The latter will look after the supply to all other retailers. The "Sovereign" records, which I have heard were very good, but I was assured that an even greater degree of efficiency and perfection will be noticeable in future issues as entirely new recording plant was being fixed for this purpose, while Mr. G. H. Burt claims to have invented a new system whereby the recording art will bear a different aspect. Paul Mellerio, as managing director, brings along intense energy and a freshness of ideas from which I am sure splendid results will materialize for the shareholders, who, I would add, are supported by several of the best experts it is perhaps possible to obtain in this trade. Space will not permit of further remarks here, but I shall probably have more to say upon this company in my next report.

International Neophone Developments.

I have had an interesting interview with Dr. Michaelis, the inventor of the Neophone and sapphire disc records, which are now taking the world by storm. Several important firms have recognized the utility of Dr. Michaelis' invention, and are now manufacturing records after this principle. Others are contemplating recording similarly, and no doubt all these sapphire cut

discs will be very much to the front during the coming season.

Dr. Michaelis told me that the new scheme of reconstruction for the British Neophone business had not yet been definitely adopted, but promised detailed news shortly. The International Neophone Co., Ltd., however, had been registered on the 1st of February, 1907, for the purpose of dealing with the patents, rights and trademarks of the Neophone machine and discs in all parts of the world, with the exception of the United Kingdom, and to act exclusively for the sale of Neophone goods in all foreign countries. The International Neophone Co., Ltd., is under the personal management of Dr. Michaelis, who is ably assisted in his work by Messrs. E. J. Sabine, O. H. Waetzig and C. Dunn, all well-known in talking machine circles, and experts in their particular departments. F. S. Liddall is secretary, and James Morley, solicitor to the company.

The International Neophone Co., Ltd., are just now making arrangements for making Japanese, Chinese and other Oriental records, and an extensive tour in Eastern countries is contemplated at an early date, with a full staff of recording experts, who will, on their way, visit and make records at Alexandria, Colombo, Madras, Calcutta, Kobe and Tokio, and probably in Hong-Kong and Shanghai. I listened to one or two Japanese records lately manufactured, and, although Japanese is not one of my pet languages from a talking machine point of view, the records are beautifully finished, practically faultless, and seem to be especially up to date in regard to enunciation.

"Elijah" by Gramophone.

At the Queen's Hall last Sunday a recital of Mendelssohn's "Elijah" was given in its entirety upon two large gramophones, and was much appreciated by the audience, who loudly applauded Mr. Edward Lloyd's record, "If With All Your Hearts," which was perhaps the gem of the evening. One newspaper report says: "Tinned

oratorio as prepared by the Gramophone & Typewriter Co., is certainly not open to the same objection as sundry other tinned articles."

Sterling Factory to be Enlarged.

I have it on good authority that the Sterling factory will again be considerably enlarged during this summer. Some judicious additions to their present buildings are contemplated in order to cope with the increased demand for "the record that's half an inch longer," and by next season even better facilities of dispatch will be in force thereby.

Triumph for Pathé Freres.

Pathé Freres have scored another triumph in securing the services of Mme. Albani, who has sung several selections of a popular character for Pathé's 11-inch phonographic disc. Publication is expected shortly.

Beka Co.'s New Records.

Some new operatic records are announced by the Beka Co., also an additional list of seven-inch and 10-inch records by popular artists. Their Beka exchange offer is now in force.

The Sovereign Unbreakable Records.

The first list—comprising over 200 titles—of the new "Sovereign" unbreakable disc record, will be issued about the first week in May.

Russell Hunting an Automobilitist.

Russell Hunting, the original Michael Casey, has just purchased an Argyle motor car, of which he is very enthusiastic. There are now quite a number of prominent talking machine men who drive their own cars, among whom may be mentioned Mr. J. E. Hough, of the Edison Bell Co.; Mr. S. W. Dixon, Gramophone & Typewriter; Mr. Newton, Newton & Co., and J. Lewis Young.

Russell Hunting Co.'s New Quarters.

Owing to some special fittings and other things not having been fixed in time, a few weeks' delay has occurred in occupying the new premises, but the Russell Hunting Co. may be ex-

HAVE THE BEST

Canadian dealers and jobbers should bear in mind,

The "White" Record

IS

BRITISH MADE

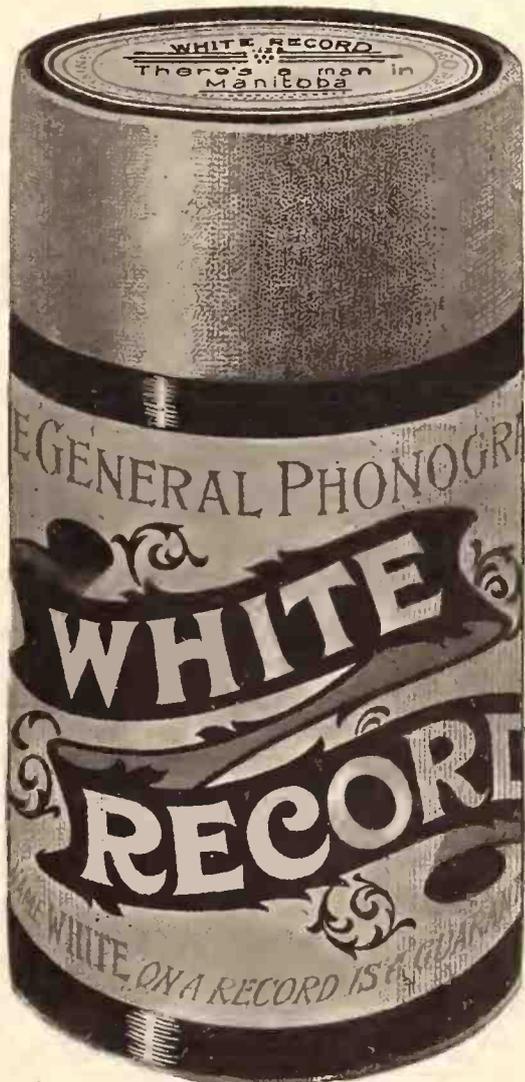
and by purchasing this record they benefit by the preferential tariff.

Stock this record and increase your sales.

The "White" Record has merit, and the large sales are the best evidence of this.

JAS. ANDERSON**255-257-259 Clarendon Street
SO. MELBOURNE**

SOLE SELLING AGENT FOR AUSTRALIA

**Retail Price 1/- Each****LATEST TITLES****ALL GOOD SELLERS**

- 177 I Finish Them Off JOHNNY WAKEFIELD
- 178 Happy Land ARTHUR GILBERT
- 179 Overture Zampa
EMPIRE MILITARY BAND
- 180 Preciosa March
EMPIRE MILITARY BAND
- 181 Argandab EMPIRE MILITARY BAND
- 182 Viscount Nelson March
EMPIRE MILITARY BAND
- 183 I'm going to Sing a Song to you this Evening
ARTHUR GILBERT
- 184 My Share was Underneath
ARTHUR GILBERT
- 185 Early in the Morning
JOHNNY WAKEFIELD
- 186 Broken Melody. Cello Solo
JACQUES RENARD
- 187 An Evening Song HAROLD WILDE
- 188 It's a good thing I had my Mother
with me JOHNNY WAKEFIELD
- 189 The Grenadiers Waltz
EMPIRE SYMPHONY ORCHESTRA
- 190 Pizzicati
EMPIRE SYMPHONY ORCHESTRA
- 191 La Czarine
EMPIRE SYMPHONY ORCHESTRA

Send your name and address for prices and terms and all particulars.

THE GENERAL PHONOGRAPH COMPANY, Ltd., 26 Euston Building, Euston Road
LONDON, N. W., ENGLAND

FROM OUR LONDON HEADQUARTERS—(Continued).

pected to leave their old home very shortly now, as things are going ahead splendidly, and no further trouble is anticipated. Mr. Manson, interviewed, said the home trade is somewhat quiet, but their export orders show a considerable increase. The colonial business has started splendidly, and according to their Australian representative, is expected to surpass in magnitude that of previous seasons.

Great Activity in Manchester.

I recently had the pleasure of a short chat with Mr. Geddes, of Messrs. Richardson's, Manchester. He said: "While the London trade seems to be very quiet, we are at present fairly busy in and around Manchester and Liverpool. Manchester is the distributing center for over twenty good Lancashire towns, and there are quite fifty good points within a radius of a few miles that are simply teeming with large factories who provide employment for thousands of hands. As new mills are springing up all around, there is a constant influx of people, many of whom find their only musical recreation in the talking machine. The county of Lancashire is undoubtedly the most prosperous of all, and certainly holds the record for the greatest sales of talking machine goods. The Edison "Gem" has a wonderful demand upon it, and seems the most popular machine up north. In the provinces there is a fair all-the-year-round trade, and money is spent liberally, while in London itself the talking machine business is practically non-existent."

Pathe Freres Report.

Messrs. Pathe Freres express the opinion that the next few months will see nothing startling either in sales or departures of interest: yet the Pathe phonographic disc and the new machines are attracting a continuous list of admirers among the better class dealers, and general sales are beyond expectations.

New Style of Columbia.

The "Regent" is the name of a new tone-arm disc graphophone which is just being announced by the Columbia Phonograph Co. It is to sell for £5.5, and from its splendid appearance and magnificent tone it is expected to vie in popularity with the "Regal." The sound box is exactly similar to those on the most expensive Columbia models, and has the patent needle-holding clip which renders a needle-holding screw superfluous. The motor is strong and durable and can be wound while running. Like all Columbia graphophones, the motor is instantly accessible. The horn is of the popular flower shape, handsomely enameled in red with gold stripes.

Daylight Robbery.

A somewhat curious robbery was perpetrated on the morning of Thursday, April 11, last at the premises of Messrs. A. Lyon & Co., talking machine factors in City Road. Arriving about 9 o'clock that morning as usual, Mr. Lyon was surprised to find the door of his shop opened, and that a large number of disc records were

missing. These fortunately were the only goods stolen, the previous day's takings having been banked the same evening. Investigation proved that the outer door had been opened as usual at 8 o'clock by the housekeeper, and it is surmised that entry was made by forcing Lyon & Co.'s door with a jimmy, between that time and about 8:45. Over 500 disc records are missing from the racks, representing a loss of £60 odd. A vehicle of some sort must have been employed by the robbers, and as at that time City Road is exceptionally busy, the very boldness displayed by the delinquents must have ensured absence from surprise.

Cheering Reports of Business.

The Columbia Co. report that business is booming. In America the deluge of orders makes the managers wonder if the calendar is wrong and the date is Christmas time instead of April. March was the biggest month in the company's history. The European branches continue to show gratifying growth, and one of them—St. Petersburg—has made a phenomenal jump to the front, in spite of the disturbed condition of Russia. The Columbia Co. have made a slight change in certain types of their disc and cylinder graphophones whereby the winding up of the motor is done with less effort, but with a slightly increased number of turns. The models affected are those with very powerful motors, and the change is one that will undoubtedly be appreciated by users of these instruments.

A Record in Odeon Sales.

To the dealer who complains of a bad trade the following will interest as exemplifying the fact that what one dealer can do another can. Here it is: The Odeon sales during March were better than October, November or December, better than any month of the season, and, in fact, said Mr. Turner, the March trade in Great Britain was absolutely a record in the whole history of the company. This prosperity shows that some dealers do good business, and it is only the man who lacks "enterprise" lacks "sales."

New Columbia Quarters in Paris.

In view of the growth of the Columbia Co. in France, the management has decided to open a handsome retail shop in Paris in addition to their present wholesale warehouse there. The new premises are situated at 20 Boulevard Montmartre, and comprise a splendid shop with first floor and two basements, having a magnificent frontage on one of the most convenient and prominent sections of the Grand Boulevards. The shop has a central doorway surmounted by a striking metal and glass marquee, with large windows on either side. The floor of the shop is tiled, the ceiling is decorated by fresco work, the woodwork of the front is mahogany, and the stairway leading to the upper floors is graceful and sightly. The general appearance of the place is most attractive, and when elaborated by the display of Columbia product will add another to the already long list of handsome premises on principal thoroughfares by which the Colum-

We have

taken this space to tell you that we are specialists in all and everything appertaining to the TALKING MACHINE INDUSTRY, from a complete outfit to the smallest accessory.

Our 72-Page Catalogue

(sent free on receipt of trade card) is conceded to be a complete cyclopaedia of the trade.

OUR PRICES WILL SURPRISE YOU!

We want

a responsible firm in each country to carry samples and represent us on commission. Applications should cover references. We are the largest and oldest exclusive talking machine house in Europe.

American Talking Machine Co.

**31 Tabernacle Street,
LONDON, ENGLAND**

bia people advertise so strikingly, and demonstrate to the public at large the dignity and stability of the talking machine industry and the importance of their own position in it.

Some New Sterling Records

Sterling & Hunting, Ltd., announce that their Odeon double-sided records (a series of eight), by Watkin Mills, will be on sale this month priced at 5s. each. Another popular artiste secured by this company is John McCormack, who will sing exclusively for Odeon and Sterling records. In conversation, Mr. Turner mentioned that the new Discodeon machines have given the satisfaction which has drawn much praise—and orders from the English dealers. "Odeon" needles—the needle that brings out all the music in a record—have been reduced from 3s. to 2s. per 1,000. Dealers please note!

Records by Sir Tollemache Sinclair.

A special supplement of recitation and other records made by or on behalf of Sir Tollemache Sinclair, the donator of graphophones to hospitals and asylums, has been prepared by the Columbia Phonograph Co. Sir Tollemache is an elocutionist, and has made several recitation records, consisting of famous poems, such as Hood's "Song of a Shirt," together with two of his own composition. The supplement announcing these records contains a fine portrait of the baronet and gives in full the words of the records.

The American Talking Machine Co.

At the American Talking Machine Co. I learn of many changes contemplated by next season which will facilitate quick execution of "waiting customers" orders, not the least of which will be the inauguration of a special town counter department. This, said Francis Nottingham, will tend to save considerably the time of our friends who, like us, have found "waiting" an evil, in this period of commercial hustle.

ALL EYES ARE ON

and all hands are stretched forth for my quick-sale lines of quality. The following are representatives:

DEPT. I

SAPPHIRES

guaranteed genuine. All Types ground.

SHAVING KNIVES,
NEEDLES

All accessories finest workmanship

DEPT. II

MOTORS for DISC MACHINE
and PHONOGRAPH

MANUFACTURERS

To run any number of Records

TUCK MOTORS

DEPT. III

LYROPHONE DOUBLE
SIDED RECORDS

International Repertoire

Disc Albums

Apply to **FR. RAUTH, 9 Christopher St., London, E. C.**

12x10-in. FLOWER HORNS SHADED, 13x11 ALSO IN BRASS

See my previous advertisements. NEEDLE BOXES (Patent) IN 3 PATTERNS

WRITE FOR MY SPECIALTIES CATALOGUE

FROM OUR LONDON HEADQUARTERS—(Continued).

Praise for Colquhoun Records.

The Ian Colquhoun series of excellent songs on the "Imperial Records" is claimed to represent, from the recording point of view, a naturalness of expression as near human as it is possible to get. The following testimonial received April 17 by Gilbert Kimpton & Co., is of an unique character and expresses the appreciation of an eminent professor of acoustics, Cambridge:

"There is in the tone of these records a humanity almost uncanny with a charm most bewildering. Roundness and throat-born fulness of timbre as well as all that delicate modulatory

handful of marbles thrown along a corrugated roof. Compare the rendering of 'But dearly was that conquest bought, too well that gallant hero fought,' its telling *rallentando* and fervor of emphasis with the usual 'trip-it-merrily-o'er-the-lea' style of most stormers. The glorious victory of Trafalgar was received in England with exultation mingled with sorrow at Britannia's loss. Such a feeling breathes forth from the disc and one feels that he lives in that time of rejoicing and grief.

"More so, however, 'Will ye no come back again' lifts me out of the present back over a century and a half to the dreary, dead days of a music and art hating king. No stodgy, sombre, brown stockinged Hanoverian can claim my loyalty or love. The melodious cadence and deep delving soul awaking pathos I feel, and am at once a mourner for the fate of Bonnie Prince Charlie. Charlie lived upon and dearly loved the arts that make a man. No wonder he 'better lo'ed canna be.' The shade of Flora MacDonald must be here as I listen and together we mourn for the fair, brave and reckless Prince. These two crystallized echoes of Ian's heart and art make one wonder whether the original or the copy is the better of the two. What does the singer think?

"The other records, 'Rule Britannia,' 'The Englishman,' 'Allan Water' and 'To-morrow will be Friday,' in the same way are triumphs of expression. The quaint monastic humor of the last is well brought out and the pathos of 'Allan Water' reveals a master hand, for there is no slobbering sentiment about it. The first two make one a Jingo, but not of the fire-eating variety. If I had not in my mind the great gulf existing between these and other discs I hear and have heard, I should say that perfection has herein been achieved. Knowing the house that has produced them, I will reserve myself for their later efforts. I have confidence and believe that they will improve, but how I know not."

Now Called the "Dictaphone."

"Dictaphone" is the new name coined by the Columbia Co. for their office or business graphophone. It is expressive and plainly tells the purpose of the instrument. Among the most recent progressive firms to take up the Dictaphone method of correspondence are Butler & Tanner, printers, of Frome, Somerset, and Beston's Advertising Agency, of Birmingham. These firms have introduced Columbia machines with great success. Arthur Worsley has re-entered the service of the Columbia Phonograph Co. in the office graphophone department. Some clever literature bearing on the Dictaphone has just

been issued by the London office. The improvements made on the machines as well as letters from many prominent people using them are referred to at length.

A Topical Display.

A bit of very interesting topical advertising is to be seen just now in the window of the Columbia Phonograph Co.'s establishment at 64 and 66 Oxford street, London W. It takes the form of a "Graphophone Air Ship." Attached to one of the Columbia models is the characteristic equipment of the Aeroplane—extensive wings, propellers and carrying car, the last being ingeniously constructed from disc records. A descriptive card bears the apposite legend:

"Daily Mail" Aeroplane Competition.

The Columbia Graphophone Represents the
Highest Flight
of inventive genius.

Coming at the present juncture when public interest is particularly directed towards the navigation of the air, through the enterprise of a leading daily and the Aeronautic Exhibition at Islington, the Columbia display is attracting a great deal of attention and the advertising moral cannot fail to be driven home.

Defense of Credit.

Credit is an essential part of trading, nay, more, it is an essential part of present day political economy. It is as necessary for the man who carries on a small business, as for the government which rules an empire. Therefore, there can be nothing fundamentally wrong in a credit system.

Further Endeavors to Maintain Prices.

The following is a copy of a letter sent last season to various factors by Mr. E. Oppenheim respecting the upholding of prices for "Industrial" flower horns:

"Dear Sirs—Having been requested by a large number of factors to insist on the necessity of upholding all prices for flower horns, and feeling convinced that after the experience of the cutting of prices for brass horns among all the factors, that it would be in their interest that the repetition of this cutting should be if possible avoided, I have decided to ask all my customers not to sell flower horns to the dealer below the following prices. (Here follow the rates for various style horns). The prices to hold good until the prices to the factor have been reduced, when it will be necessary to enter into a new agreement. Any factors found selling the horns to the dealers below the prices and condi-



IAN COLQUHOUN.

light and shade, in fact, all that inexpressible nuance which goes to contrast the human being with the mechanical musical box are there. The singer has impressed his fire and passion upon the undulatory track and the listener is impelled to hark, and hearing, *feel*. To play them before a curiously condescending auditor reminds one of the words of Goldsmith, 'And fools who came to scoff remained to pray.'

"The Death of Nelson' is sung. The melody is not thrown off the chest with an effect of a

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

FROM OUR LONDON HEADQUARTERS—(Continued).

tions stated above will have his future supplies stopped. I ask you to kindly let me have a letter to the effect that you agree not to sell these horns to any dealer below the above mentioned prices and conditions. At the same time I should be glad if you would always at once inform me of the name of any factor of whom you have clear proof that he has sold flower horns to a dealer below the prices stipulated above."

Price Maintenance Crusade.

Several important contributions anent this question have unavoidably been held over for want of space.

Cheaper Post to Canada.

The Postmaster-General announces a reduction in the postal rate on newspapers, magazines and trade journals to Canada, on and after May 1, to continue, subject to modification, if necessary, for a period of four years. The present rate of 2d. per 2 oz. or 4d. per pound has proved such a handicap to British publications, in competition with those from America at a much lower rate, that they have been unable to obtain a footing in Canada. The new rate of 1½d. per 2 oz. still stands, 1d. for every pound weight will have a far-reaching effect. More British newspaper advertisements will be read, less American, and consequently it means that English goods will find a wider market, and commerce between England and Canada will largely increase, especially now that further preferential tariffs and other considerations under discussion at the Colonial conference, are likely to result in something definite and permanent.

Enterprising Irish Jobber.

T. Edens Osborne, the well-known talking machine factor of Belfast, Ireland, in his advertising makes some excellent points in favor of the "talker" as an entertainer in country homes. One of his excellent "ads." in the Ulster Echo was as follows, and proved very productive of results:

MUSICAL TALENT BY PARCELS POST.

Those who reside in the country village, on the farm, or far removed from the pleasures of town or city cannot now complain of the quietude, dulness or monotony of their lives, for just as the telephone annihilates distance and enables people to converse with each other, though separated by hundreds of miles, so the Edison phonograph, Gramophone or Zonophone records, which can be conveyed through the post without breakage, will enable those who possess "talking" machines to enjoy the world's best musical talent in their own homes "far from

the madding crowd." Records of celebrated bands, vocalists, etc., from 1 shilling each upward can be had from Mr. T. Edens Osborne, 4 Donegall Square, W., Belfast, who will send, post free, catalogues of instruments and records to prospective purchasers. He holds the largest stock of these goods in Ireland.

Very "Yankee-like" in character, is it not?

Decided in Columbia Co.'s Favor.

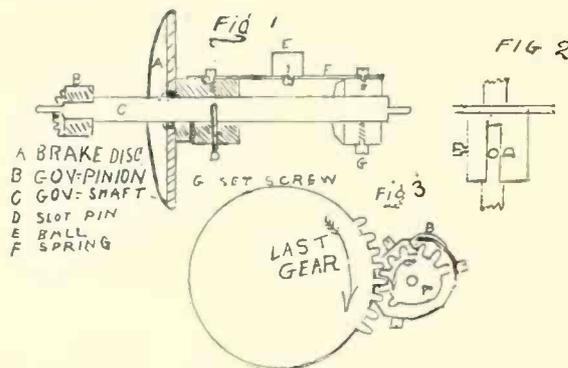
Recent advices from Berlin to the Columbia Phonograph Co. report that the litigation which has been going on for some time in Germany, involving the invention of the gold molded cylinder record, has been decided in favor of the Columbia Phonograph Co., with all costs assessed against the Edison Co.

IMPORTANCE OF THE GOVERNOR

In Talking Machines—How to Obtain the Best Results Distinctly Set Forth by Philip Neale, Talking Machine Expert of London.

The governor in a talking machine is everything that its name implies. Governor he is and governor *he will be*; he is the all-important factor; then a good and faithful governor we must have; how to obtain the best results is the object of this article. I shall try as much as possible to avoid all technical terms for the benefit of all readers.

The simplest way to recognize the duties of the governor is to know that its only duty is to



exercise complete control of the mainspring and the duties of the mainspring are to drive the motor and all moving parts.

There are governors of two weights, three weights and four weights. The two weights are generally used in disc machines and differ from the others only in one part; see Fig. (2) (D), which is used where the flat springs are long.

Now, it must be observed that any difference in the strength of the spring, or untruth of the

brake disc (A) (Fig. 1) means a vibration in the motor. It is absolutely necessary then that the balls must be of the same weight and the springs from the same piece of steel. Now we will proceed to build a new governor. Take a piece of the steel ribbon (or flat wire), as it is called by metal dealers, and procure sufficient ribbon to build up your governor. Proceed by cutting three lengths, as per old ones, then with a hard triangle drill make a hole in the middle of each spring, neat screw the whole three on to one ball, now fix one set of end in the vise, with a brass support at the back and drill one lot of holes; now finish one spring and place in position on the governor, then take spring No. 2, screw on to governor and mark off carefully for third hole; same process for spring No. 3. Now put governor in its place, set motor running and watch the brake disc, if this is not perfectly true, take a small hammer and tap the disc from the outside until it runs perfectly true.

We next examine the governor pinion; if this is worn, the cheapest way is to replace by a new shaft and pinion, previously noting the position of governor on the shaft, especially the new "Gem."

Now we come to the loose pinion, and it will be interesting to note how a simple error in the assembling of this governor shaft and pinion has been the downfall of the best cheap machine on the market. By a loose pinion I mean one that is not fixed to the shaft. It is generally made of celluloid pressed fibre or some whalebone substance, which runs silently, but will not stand the strain of the sudden stop of the last gear (Fig. 3) (on which the stop lever works). This pinion is connected to the governor shaft by a wire hook. (See Fig. 3-B). Now, this wire hook should be screwed to the governor shaft, so that the hook engages the leaves of the loose pinion (A Fig. 3), so that when the loose pinion is being pulled round by the last gear (Fig. 3) the governor will have to go, too; thus when the last gear is stopped by the stop lever the loose pinion is stopped also, but the governor and shaft continue to revolve until it runs itself down. This is as it should be, but alas! it is not always so, hence the mistake, the wire hook is fixed the reverse way. Do you see the mistake? What is the result? Why instead of the loose pinion pulling round the governor it simply induces it to go round by the pressure of the wire hook, the pinion often slipping round faster than the governor (causing a falling of the voice), sometimes going down with a rush, loosing the centers and often opening up a field for further trouble. The customer probably takes it to a local repairer, who examines it and can see nothing wrong, and without doing anything to it returns it to the customer, with a "it's all right now, sir; two-and-sixpence, please," the trouble still continues; the owner gets disgusted, gets rid of his bargain (?), which eventually comes to an untimely end.

PHILIP NEALE.

MULTIPHONE CO. IN NEW OFFICES.

The Multiphone Operating Co., of this city, have removed their offices to 141 Broadway, where they are occupying a handsome six-room suite. Since opening their new factory on Vandam street they have been in a better position to handle their rapidly increasing business. The Multiphone Co. expect shortly to put out something new in the line of talking machines for home use, which, of course, will be interesting news for the jobber and dealer.

Leeds & Catlin Co. have booked an order for one million Imperial records for export shipment.

THE BRITISH BOOM OF THE YEAR!

THE RECORD
THAT'S
HALF AN INCH
LONGER!

"STERLING"
RECORDS

The Best Cylinder Record and the Best Selling Record on the British Market. Every record made under the supervision of Mr. Russell Hunting, the original "Michael Casey." Every record a masterpiece of its kind. Send for our list. It is full of novelties.

PRICE 1s.

Liberal Discount for Export

25 CENTS

MANUFACTURED By

THE RUSSELL HUNTING RECORD CO., Ltd.

13, 15, 17 City Road

LONDON, E. C., ENGLAND

Australasian Representative: H. A. PARKER, 19 Hunter Street, SYDNEY

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.

GOOD REPORTS FROM CINCINNATI.

Sales Are for High Class Goods—Grand Opera Season Helped Things—Smith & Nixon Window Display—Rudolph Wurlitzer Co.'s Method of Cleaning Records Winning Wide Notice—Other Items of Interest.

(Special to The Talking Machine World.)

Cincinnati, O., May 9, 1907.

The talking machine situation in this city is extremely satisfactory. The sales running mostly in the larger types of Victor machines, a feature suggesting the popularity of the machines with the higher classes. The sales of "Victrolas," Victor Sixths and Red Seal records are the orders of the day, and the retail talking machine stores carefully fostered by the local distributor, The Rudolph Wurlitzer Co., are making the best of a magnificent territory.

The visiting talking machine man is invariably impressed with the splendid conditions of the trade. The dealers as a rule carry in stock the entire Victor catalog—including Red Seal records, as well as the entire line of Edison records. Entire harmony exists among the dealers who can often be seen comparing notes while visiting in the wholesale talking machine salesrooms of the Rudolph Wurlitzer Co.

The grand opera season naturally created a large demand for Red Seal records and was attended by a big demand for Victor "Victrolas." Caruso and Geraldine Farrar were the stars which outshone the lesser lights, and the recent sales of records rendered by these artists were phenomenal.

The Smith & Nixon Co. took advantage of the recent opera season with a timely window display—enlarging on the possibilities of the Victor, as an exponent of grand opera.

Mr. Silverman, the energetic manager of the Salm Talking Machine Co., which firm carry the complete catalog of Victor records, American and foreign, and Red Seal—reports an excellent trade in high priced machines and operatic and Red Seal records. The demand for the new six

dollar quartet record has been a revelation even to this progressive firm, who are accustomed to doing things on a large scale.

We have had occasion to welcome a new talking machine firm, who will undoubtedly prove very active competitors, the Van Phonograph Co., a ten thousand dollar concern, recently incorporated—occupying an excellent location on upper Vine street. This firm will undoubtedly make a record in selling machines and set the pace for firms less favorably located.

George Link contemplates enlarging his store considerably to care for his increased talking machine business. He reports sales very brisk and is quite enthusiastic regarding the future.

The Victor exchange proposition has stimulated business wonderfully. The Rudolph Wurlitzer Co., being in excellent shape to take care of the tremendous demands made on their stock by dealers who had their exchange made redeemable through this firm. The up-to-date methods upon which their talking machine business is conducted has been thoroughly appreciated by the trade, as the big orders received from distant points demonstrated. Visitors have been surprised at the absolutely perfect condition with which their enormous stock is kept. As soon as a record is received from the factory it is cleaned by means of a pneumatic brush, which has a suction power of 25 lbs. This brush is passed over the surface of the record and removes every atom of grit, cleaning the dust which results from the mold, as well as any grit, which may have settled on the record while in stock at the factory.

The Rudolph Wurlitzer Co. are delighted with this method of cleaning records, and according to statements made by experts, they have found the only plan of removing the grit from the record groove. A cloth is unable to clean the minute record grooves, and merely serves to transfer the dust from the surface of the record and pack it into the groove. As soon as it became known that this apparatus had been installed—a number of retail customers brought

their records to the talking machine department to be cleaned in this manner and the Rudolph Wurlitzer Co. propose to make this a regular adjunct of their retail repair department with every prospect of a flourishing business.

The talking machine department now occupies about 25,000 ft. of floor space of the large building now occupied by the company. The Edison commercial phonograph has been recently installed in their offices and this transcribing department is considered a "model" of its kind. A visit to the talking machine department of this company will certainly be a revelation to those who are not thoroughly acquainted with the marvelous growth of the business during the past two years.

EDWIN A. DENHAM CO. REMOVE.

The Edwin A. Denham Co. have removed from 31 Barclay street to 500 Broadway, New York, where more commodious quarters have been secured. The new premises are much more conveniently located. The company in a recent letter to their jobbers call special attention to their Lyra talking machines, picture-moving devices and a general line of novelties. Many of them are offered for sale for the first time in this country. They are making a big hit with their new reproducer for the recent type of talking machines, one of the chief merits of which is that it is so constructed that the reproducing point can neither fall out nor be pushed in. J. Grosbut, secretary of the company, recently returned from Europe, where he had been on a buying trip.

The second model of the hornless cabinet has been received at the headquarters of the Columbia Phonograph Co., General, in the New York Tribune Building. The design and finish, of mahogany veneer, are fine examples of workmanship, and Walter L. Eckhardt, manager of the wholesale department, who is responsible for this latest addition to the company's line, is particularly proud of his handiwork.

Mr. Talking Machine Dealer

If you are located in New England—

We Can Save You Money.

Our facilities permit us to ship goods on first Express after order is received. We **wholesale exclusively**—consequently everything is shipped in original packages as received from the factory—no played-out records, no second-hand machines.

We **manufacture** a number of talking machine accessories among which are our famous Tray Outfits. (If you are not using this system for carrying records in stock it will pay you to write us.)

The **Lynn Record Cases and Peg Boxes** are another of our products.

We also manufacture the **Wentworth and No. 10 Horn Stands.**

Special Lines and Special Prices on Flower Horns.

==== We solicit a trial order. =====

Boston Cycle & Sundry Co.,

J. M. Linscott, Manager

48 Hanover Street, Boston, Mass.

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

Mr. Dealer

How 1c. May Realize \$100.00

Invest _____ in a Postal Card
address it to the

Douglas Phonograph Company

89 Chambers Street, New York, City

put your name and address on the other side, and we will
mail you as issued our Snap List. It only costs you **.01c.**

Realize _____ that we are the

**Largest Exclusive Talking Machine
Concern in the World**

and continually have to offer New and Original
Accessories that stimulate business.

Also every once in awhile we offer something
at Bargain Prices. These offerings are new, fresh
goods, and are mainly articles we discontinue to
catalogue.

You can make _____
or more by keeping in touch with us.

\$100.00

We carry
the largest stock of **EDISON PHONOGRAPHS** and **RECORDS** in the U. S.

Ask for samples of our Imported German Disc Machine Needles. Compare our quality and prices and we will get your orders.

NEWS FROM "QUAKER CITY."

Business Reported Satisfactory—Honors for E. C. Miller—Weymann's New Building—Lewis Co.'s Display—A Chat With Adolph Weiss—Musical Echo Co.'s Success—New Keen Specialty—Activity at Bauer's—Other News.

(Special to The Talking Machine World.)

Philadelphia, Pa., May 10, 1907.

Trade for the past few weeks has been surprisingly satisfactory despite the continued bad weather. Victor records are scarce—not enough to go round, while the Edison and Columbia are finding a large market.

The talking machine trade will undoubtedly be glad to learn of the appointment of E. C. Miller, head of the Penn Phonograph Co., of this city, as president of the Philadelphia Stock Exchange. Mr. Miller is one of our most influential bankers and brokers, and like everything else he undertakes has put the Penn Co. on a strong and enviable footing. F. W. Barnhill, secretary of the company, reports business very satisfactory. G. E. Friedel, the road representative, is keeping the wholesale department busy. Speaking of collections, The World's representative, while visiting, got a line on J. B. Miller, the popular treasurer, on the trail of delinquents with a pocketful of "Perfectos" for bait.

H. A. Weymann & Son, Edison and Victor jobbers, 923 Market street, have just leased the large five-story granite front building, No. 1010 Chestnut street, and will take possession June 1. This building, which will give them 5,616 square feet to the floor, is undergoing extensive alterations. The entire basement and half of the first floor will be devoted to talking machines, the remaining half being turned over to sheet music. The second and third will be taken up by the pianos and small goods, the remaining floor to be used as a factory.

Louis Buehn, president of Louis Buehn & Bro., reports business so far this month as of a high standard and 'way ahead of April.

The Lewis Talking Machine Co., who are enjoying the increased activity evidenced during the past two weeks, are carrying on an active campaign in Columbia goods in this territory, and are having an enormous demand for the new Marconi records. Their recent unique window display at 15 South Ninth street, kept a crowd constantly in front of the doors. It consisted of a Marconi record tightly held upright in a groove, to the upper edge of which a stiff wire or rod was fastened, the rod at the other end being connected with the revolving turn-table of an ordinary disc machine. This, when in operation, kept continually bending the record backward and forward, illustrating its flexibility and demonstrating its non-breakable qualities. They are having much success with the Petmecky

needles, for which they are sole agents in this section.

Adolf Weiss, of the Western Talking Machine Co., reports trade as steady, and said: "To a large degree the days of immense booms and enormous profits in this business have gone by, and we now enjoy, what is in many ways preferable, a good, steady trade, with a fair margin of profit. No longer is the talker business a get-rich-quick enterprise, but a regular and substantial mercantile venture. Each man has his own particular line of customers who stick by him as long as he looks out for their best interests, and a jobber has little to fear from outside competition as long as he keeps up to the times. Yes, we feel very well satisfied with the present condition of affairs."

The Musical Echo Co. are experiencing a large increase of business in all departments over last month, and their entire staff is kept on the jump to help the good work along. This company enjoy the reputation of possessing by far the handsomest showrooms in the East. When they first opened up many thought, "They'll never make it pay," but they reckoned without H. E. Marschalk and L. J. Gerson, the enterprising heads of this house. These gentlemen have effectively demonstrated that nothing is too good for this trade. They were after the high class trade, and if one could but see the carriages and automobiles that draw up at their door, he would not long be in doubt as to whether they have succeeded. This company are not, however, turning all their attention to the retail end of the business, for each detail in the wholesale is given their most careful attention, in consequence of which their list of dealers in Edison and Victor goods is gradually growing longer.

The Keu Co., of this city, are about to place on the market a disc record rack, which will merit the attention of dealers and jobbers. Further details will appear in The World next month.

C. J. Heppe & Son, 1117 Chestnut street, report business in their talking machine department as excellent, the Victor and Edison running about even. They are carrying on an extensive advertising campaign, which has brought a pile of new business. This end of it is ably handled by I. W. Irwin.

The Baur Co., manufacturers of the famous Stewart banjos, are having quite a large demand for these instruments among the talking machine trade, with a good call for violins of the better class. This company are now preparing to issue a complete catalog of their line of musical instruments.

James W. Cooper, manufacturer of record cabinets in this city will shortly issue a new catalog in which will be shown a number of new and unique designs.

CALVE AT THE VICTOR FACTORY.

The Famous Cantatrice Makes Four New Records.

Just previous to her return to Europe recently Mme. Calve paid a visit to the Victor factory at Camden, N. J., for the purpose of making four records of operatic selections, including a Carmen number, for which she received a check of \$6,000. After finishing the records contracted for, Mme. Calve made a beautiful record of the "Suwanee River" gratis as a token of good will.

While at the factory the prima donna took occasion to compare her records with those made by other great operatic stars, and took special delight in comparing her voice as reproduced from a record with that of the famous Patti.

A. BLACKMAN ANNOUNCEMENT.

The Blackman Talking Machine Co., 97 Chambers street, New York, have been selling large quantities of their folding trays for cylinder records, illustration and description of which appears in their advertisement in this issue. They regret to announce that, owing to the increased cost of material, it has been necessary for them to make a slight advance in the prices. The new prices are quoted in their advertisement, and take effect June 1. Any orders received prior to that time will be filled at the old prices, providing stock is not exhausted.

PRICE CO. OPEN IN NEWARK.

The Price Phonograph Co., who have opened their new place at 54-56 Clinton street, Newark, N. J., are carrying a complete line of Victor goods, record cabinets and supplies for the wholesale trade only. It is the intention of Mr. Price to cover the jobbing end exclusively, giving every dealer the best of service. There will be no retailing. This company have just got out some very handsome show cards in colors, which should prove exceedingly interesting to dealers. They are referred to in their advertisement elsewhere in this issue, and have made a big hit. The Price Co. control several retail stores in Brooklyn, Poughkeepsie, Wappingers Falls, and they are preparing some new business getters for the trade. The Victor department at Newark is under the competent management of Clinton I. Price.

F. J. WARBURTON HONORED.

Frederick J. Warburton has been elected a vice-president of the American Graphophone Co., succeeding William E. Bond, whose continued illness rendered his retirement advisable much to the regret of his associates. Mr. Bond will, however, still hold office as chairman of the executive committee.



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

COLUMBIA CO.'S NEW QUARTERS.

Columbia Phonograph Co. Concentrate Their Two Broadway Stores at Nos. 35-37 West 23d Street, New York.

On May 1 the Columbia Phonograph Co. removed their stores, at 353 and 872 Broadway, to 35-37 West 23d street, New York. A new establishment was also opened at 111 Chambers

ment, will be in charge of the latter place. As previously stated, both premises are to be remodeled and handsomely decorated.

BALTIMORE'S TRADE HAPPENINGS

Presented Briefly, But Fully, for Our Readers.

(Special to The Talking Machine World.)

Baltimore, Md., May 8, 1907.

Despite the close proximity of the summer months, which has usually been the dead season for the local dealers, the wave of prosperity which struck the local talking machine dealers shortly before the winter holidays, continues unabated, and the local dealers are in great spirits over the prospects of transacting a heavy summer business. The business in local circles is unprecedented, and has grown to such proportions that several of the local piano firms have added a line of talking machines to their business. The jobbers in the city also report that their wholesale business is growing rapidly, and that they have their hands full in looking after orders.

After completely renovating the four-story building that was formerly occupied by the Columbia Phonograph Co., the firm of E. F. Droop & Sons have entered the building and are almost settled in their new quarters. However, many changes are yet to be made before their new quarters are thoroughly satisfactory. Besides a new display window, which was placed in the store at the expenditure of several hundred dollars, the interior of the building has been completely repapered from top to bottom. The first two floors are being used for display purposes, while the third and fourth floors will be used for the wholesale department. Joseph A. Grottendick, the local manager for the firm, said yesterday that business had almost doubled since they moved into their new quarters, and that the sale of the high priced talking machines continues to

George A. Gustin, the local representative of the Columbia Phonograph Co., stated that their number of sales have greatly increased since they moved into their new quarters, which are considerably nearer the heart of the shopping district of the city. "Our business has improved wonderfully," remarked Mr. Gustin, "especially in the retail department, and our force is always on the go. Of course, the increase in business is in the retail department, while in the wholesale end the improvement is not so marked. The Marconi velvet tone records, which we have just recently acquired, are selling very fast, and seem to be popular. We are also doing a land-office business in the sale of high-grade grand opera records. Most of these records are the product of the Manhattan opera company stars, and sell from \$3 to \$5 a record. Notwithstanding the high price of these records, they are selling better than the cheaper 50-cent ones."

In order to show to the public the flexibility of the Marconi velvet tone records, Mr. Gustin has arranged a very unique display of the records on the walls, and they are tacked and hammered into many different shapes.

The well-known piano firm of Sanders & Stayman have just recently added a line of Victor talking machines.

The firm of H. R. Eisenbrandt & Sons, which several months ago was complaining because they could not get enough Victors to fill their orders, still declare that the talking machine department is the best paying one in the store.

TO INTRODUCE A FOLDING HORN.

The Ideal Fastener Co. are now introducing a new folding horn which is attracting widespread attention in the talking machine trade, and according to a member of the firm, "those who have seen it proclaim it a most ingenious and artistic device in every respect." He says further: "A remarkable feature of the new horn is that it may be opened or closed instantly, and in a very simple manner, there being absolutely nothing to get out of order. When open for use the horn is 32 inches long, with 24-inch bell, presenting very graceful lines. A complete success has also been attained with regard to sound, which is full and pure and identical with that produced by the best and most expensive wood horns. When folded and wrapped the horn has somewhat the appearance of a music roll, and may conveniently be carried under the arm or placed in a corner occupying no more room than an umbrella."

Some large orders have already been taken. Further particulars of the new horn will soon appear in this paper.

Though not quite prepared to make the official announcement, it is assumed that the National Phonograph Co. will put a new horn on the market in connection with their machine outfit, so as to make their proposition complete in every detail. The horn is of special design and finish, and those in the trade who have seen the article speak of it in the highest terms.

The death of O. F. Kauffman, of Reading, Pa., in the wreck of the Shriners' train in California, is deeply regretted.



WAREHOUSES OF THE COLUMBIA PHONOGRAPH CO., 34-37 W. 23D STREET.

street, making a fresh addition to "talking machine row," and where both a wholesale and retail business will be conducted. R. F. Bolton, formerly chief of the company's credit depart-

ment, will be in charge of the latter place. As previously stated, both premises are to be remodeled and handsomely decorated. They are also now carrying a complete line of the Edison phonographs as well as the Victor talking machine.

"Do You Want What You Want When You Want It?"

Of course you do, but it's Dollars to Doughnuts you're not getting it

MR. DEALER: We are Jobbers Exclusively
a distinction we wish to emphasize.

Your orders have our first and only consideration. Consequently we can give them better attention than if our interests were divided. *Note these few points:* Orders filled same day received. Goods absolutely new (no retail department stock to send you). Every Victor record placed in an envelope when received from the factory. Our enormous stock and shipping facilities enable us to give you the best possible service. If you are not getting perfect satisfaction

TRY US ON

Edison Phonographs and Records
Horns, Cranes, Supplies

Victor Talking Machines and Records
Herzog Cabinets

THE ECLIPSE MUSICAL CO., Exclusive Distributors

1870 EAST 9th ST. (Erie Street)
Near Euclid CLEVELAND, O.



We
intend
that every
time a man
sees the Columbia
trade mark he shall be
reminded that it's high time
he owned a talking machine.
And we intend that every man who be-
comes interested in talking machines shall
know that the Columbia trade mark is the
selling sign of the Graphophone—the
instrument that was first in the
field and is still far
ahead and gain-
ing every
day

**COLUMBIA PHONOGRAPH CO., Gen'l,
Tribune Building, N. Y.**

Stores in all principal cities. Dealers wanted
wherever we are not now represented.

Sell Colum

**QUALITY AND REPE
SURE, STEADY,**

WHEN you realize that Columbia Cylinder Records are made by a far better process and from altogether better materials than any others, it's plain enough why casual buyers become regular customers as soon as they find it out.

When you realize that in spite of the *quality* which has built up the enormous demand for Columbia Cylinder Records they nevertheless *cost less* than any others it's easy to see how your Columbia trade becomes both *profitable* and *certain*.

When you realize that Columbia Records are made in the largest talking machine factory in the world, and under the original basic patents, it's easy to see



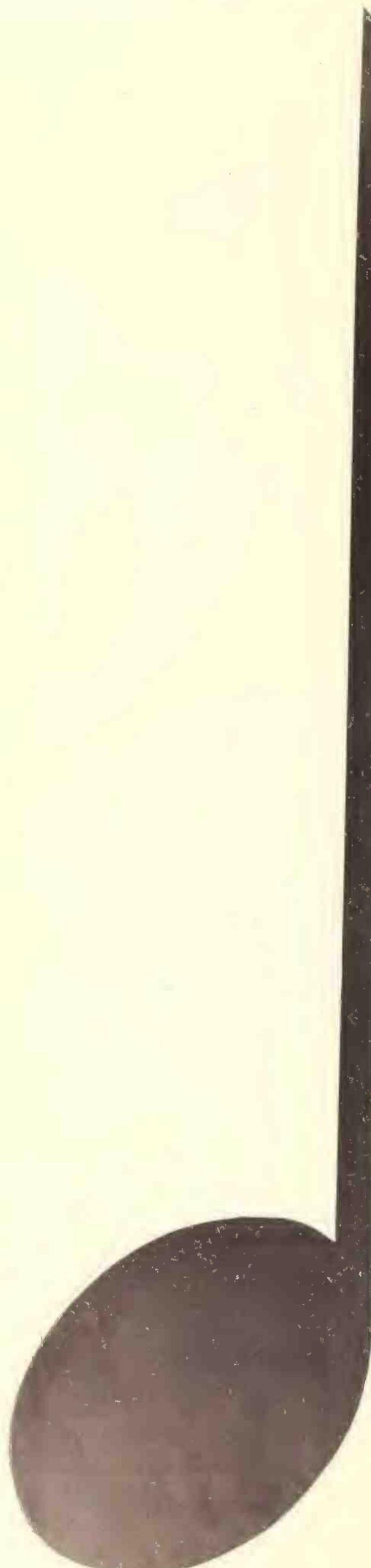
Columbia Phonogra

TRIBUNE BU

GRAND PRIX, PARIS, 1900

DOUBLE GRAN

Stores in All Principal Cities



Columbia Records!

**RY BEYOND COMPARISON
Y PROFIT EVERY DAY**

Why the Columbia name stands for every point of quality that a record can embody. By faultless precision in the selection and combining of the materials, and certain delicate processes in the making—processes that we control—we are enabled to produce a record that is a finer piece of workmanship than can be produced anywhere else in the world; finer in *service*, in *durability*, in volume—*much* finer that you don't have to argue about it with any one who owns a talking machine.

Columbia Records fit all talking machines, and even a careless, unskilled ear at once detects the difference.



oh Company, Gen'l

NEW YORK

ST. LOUIS, 1904

GRAND PRIZE, MILAN, 1906

Dealers Wanted Wherever We Are Not Now Represented

TRADE NEWS FROM THE CITY OF CULTURE.

Trade Has Been Exceptionally Good Since the First of the Year—Jobbers Report It Difficult to Get Ample Supplies from the Manufacturers—Teamsters Strike Has Interfered Considerably With General Trade—Columbia Phonograph Co.'s Scheme for Developing Business—H. R. Skelton Joins Columbia Forces—"Doc" O'Neil Reports Fine Conditions Throughout the Country—Eastern Talking Machine Co. Activity—Boston Cycle & Sundry Co. Advance.

(Special to The Talking Machine World.)

Boston, Mass., May 9, 1907.

There seems to be nothing but good things ahead for the talking machine trade in Boston and vicinity this spring and summer. Trade since the first of the year has been exceptionally good, and the summer starts out with every prospect for a larger volume of business than last year.

The jobbers in and about Boston report the same old trouble of not being able to get their goods from the factories, and the retailers have the same old trouble of not being able to get their goods from the jobbers, but things are moving as rapidly as can be expected with the large amount of business that is being done.

The teamsters' strike in Boston has done a great deal to affect the jobbing trade, and many shipments are held up in the freight houses because there are not teams enough to take care of them.

The Columbia Phonograph Co. have started upon a new scheme for increasing the business, and the idea is working much better than even they anticipated. The scheme is to place a branch store in the various sections of the city, such as Dorchester, South Boston, the West End, etc., place a man in active charge with a younger assistant. Instead of sitting down all day, waiting for trade to come in through the door, this man goes out canvassing while the younger man remains in the store. The result is that a very large amount of trade is being brought into these branch stores, and, of course, it all centers at the big store on Tremont street.

Harry R. Skelton, until recently with the Houghton & Dutton Co. and the Winchell Co., has entered the employ of the Columbia Phono-

graph Co. as floor salesman. The Marconi velvet tone records of the Columbia Co. are in great demand now, and the house cannot get enough of them from the factory. The I. C. S. language course for the phonograph is also going well.

"Doc" E. F. O'Neil, the Victor representative, was in Boston this week. He reports very fine trade conditions all over the country, with the West exhibiting a good deal more hustle than the East. "Perhaps this is because there is so much undeveloped territory there" he says. Mr. O'Neil is considering an offer to go to China for a couple of years as the Victor representative.

Wholesale Manager Chamberlain, of the Eastern Talking Machine Co., says of trade conditions: "I believe that we are entering upon the busiest summer the talking machine business has ever had. It beats me how this trade grows every week. The growth is very largely on the higher priced instruments, too, showing that people realize that the instrument is not a plaything, but a genuine thing of value."

Retail trade at the Eastern Talking Machine Co. is very good. A fine display of horns was made this week, and the new line of cabinets just received gives the store a distinctive air that is very pleasing.

The Zonophone Co. are putting out a combination writing desk and Victrola that is being sold in large quantities.

M. Steinert & Sons make a specialty of the higher grade Victor instruments, and their wholesale business has been more than satisfactory. There is a constant call here for the high grade machines.

There are few busier concerns than the Boston Cycle & Sundry Co., who are steadily developing their business in talking machine supplies. Their stock was never so large or in such demand.

and especially so in Mexico. The ordinary or common people are very poor, but notwithstanding this condition they are buying talking machines in tremendous quantities, and not the cheapest by any means. Mexico is developing into one of the best countries in the world for goods of this kind, and all the companies are represented on the ground and doing their prettiest to advance the sale of their line and booking great business.

"Paul H. Nicksie, formerly manager of the Columbia & Pan-American Express Co., will be our traveling representative in the West Indies, with headquarters in Havana. He will be in New York early this month to get in touch.

"I had a cable from Charles J. Hopkins, our South American representative, Monday, stating he had just arrived at Buenos Ayres, A. R."

B. F. ELLSWORTH GENERAL MANAGER

Of the Leeds & Catlin Co.—Will Relieve E. F. Leeds Considerably—Loring Leeds Back from Trip to the West.

B. F. Ellsworth, Jr., the new general manager of the Leeds & Catlin Co., New York, was at the factory in Middletown, Conn., in the early part of the week, returning Wednesday. The business of the company has grown so rapidly that to relieve E. F. Leeds, the president, of much detail, Mr. Ellsworth will hereafter give this work his special attention.

Loring Leeds, who is becoming known as the rapid American traveler, returned last week from a five days' jump West and back, bringing his usual plethoric bag of orders.

CLUETT & SONS' DEMONSTRATION.

Cluett & Sons recently held a most successful demonstration of the Victor Victrola at their store in North Adams, Mass., over a hundred persons being present by invitation. Only red seal records reproducing the voices of the grand opera stars, Caruso, Scotti, Sembrich, etc., were reproduced and the enthusiasm of the audience was most flattering. A number of newspaper men were present, with the result that the local papers were most liberal in amount of space devoted to the recital and unstinted in their praise of the wonderful machine and records.

Just before Mme. Calve, the famous cantatrice, sailed for Europe on the 2d inst., she called upon Landay Bros., 400 Fifth avenue, New York, and placed an order for grand opera records running into a large amount. Among them were many of her own beautiful voice. Calve is an enthusiastic admirer of the talking machine, and not long since the Victor Talking Machine Co. presented her with one of their finest machines. Caruso, Scotti, Melba and others of the great artists were frequent visitors at the Landay establishment, buying liberally of records for presents to friends and their own entertainment.

The following recently appeared in the "Advice to the Lovelorn" column of the New York Evening World, and proves what a serious influence the talker has on the matrimonial market. Whether the letter is a joke or not may be judged:

"Dear Betty—I am a widower living with my parents. They are very old, both about eighty years. Now, if they were to die I would be left alone. As I am a good cook and a tidy housekeeper, do you advise me to get married or buy a phonograph to keep me company? My salary is \$20 per week. H. E." If you think a phonograph will satisfy your heart longings, by all means buy one. It will be much cheaper than a wife, and will only talk when you want it to.

Koehler & Hinrichs, talking machine dealers, of St. Paul, Minn., have found it necessary, owing to the growth of their business, to greatly increase their stock and department, in order to keep up with the volume of trade which is coming their way these days.

EDWARD N. BURNS RETURNS

From a Visit to Mexico, Cuba, Porto Rico and Other Islands in the West Indies—Reports Business Excellent at All Points Visited—Paul Nicksie Will Represent Columbia Phonograph Co. in West Indies With Headquarters in Havana—To Visit New York.

April 29 Edward N. Burns, manager of the Columbia Phonograph Co.'s export department, got back to New York on the steamer "Esperanza," of the Ward line, coming direct from Vera Cruz. While in Mexico Mr. Burns had an experience with the recent earthquake disturbances that he does not care to have repeated in a hurry. He also visited Cuba, Porto Rico and other of the West Indies. Speaking of his trip Mr. Burns said: "Business is excellent in all these places,

We are not Jobbers of "HOT AIR," but

EDISON JOBBERS

Give us the order and you get the goods. No delay if your credit is good. As to SUPPLIES! Well, give us a trial.

The Edison Co. is still under the management of Mr. A. O. Petit, who has been in the Talking business for 20 years. Satisfaction guaranteed or money refunded.

THE EDISONIA CO., NEWARK, N. J.

EXHIBITORS AT JAMESTOWN.

Columbia Co.'s Fine Display—C. B. Haynes to Exhibit Edison Line—Roth & Engelhardt in Evidence With Self-Playing Pianos.

(Special to The Talking Machine World.)
Norfolk, Va., May 10, 1907.

The Jamestown Ter-Centennial Exposition is fast assuming a finished appearance as the host of workmen rush night and day, and although the visitors at the opening on April 26 were somewhat disappointed at the incompleteness of certain buildings, later visitors are loud in their praise of both buildings and exhibits.



The Columbia Phonograph Co. have a handsome booth at the Exposition, in which are displayed many novel designs of graphophones as well as the valuable features of the commercial graphophone system.

While the National Phonograph Co. will not exhibit directly, C. B. Haynes & Co., the Edison jobbers, of Richmond, Va., will display a full line of machines and records, being assisted from headquarters in arranging an attractive display. They will not compete for prizes.

Roth & Engelhardt have an elaborate exhibit of their line, including the Peerless automatic player pianos, and their specialties receive a great deal of attention from the visiting crowds.

INJURIOUS LEGISLATION "KILLED."

In last month's World extended reference was made to the bill presented to the Connecticut Legislature relative to goods sold on conditional bill of sale, or lease, and which, if it became a law, would have a decidedly injurious effect on the talking machine interests. The measure was strongly fought by the Pardee-Ellenberger Co., the enterprising jobbers of New Haven, who issued a circular to the trade stimulating opposition to it. Thanks to their efforts, the judiciary committee of the Legislature has reported unfavorably on this bill, and the matter is dead for the present.

CASES AGAIN POSTPONED.

Instead of argument being heard in the United States Circuit Court, New York City, May 10, in the suits of the American Graphophone Co. against the Leeds & Catlin Co., New York, and the International Record Co., Auburn, N. Y., both cases were sent over by Judge Lacombe for two weeks, namely, to May 24. In the Leeds & Catlin Co. case the motion for a preliminary injunction is to be renewed. The infringement charged is that of the Jones patent process for duplicating disc records, which was upheld by the United States Circuit Court of Appeals, second circuit.

RECENTLY INCORPORATED AT ALBANY.

Telegraphone Distributing Co., New York; capital, \$5,000. Directors: L. J. Kersburg, Isadore Miner, Hyman Epstein, New York.

Language Phone Method, New York; capital, \$10,000. Directors: E. E. Folliotte, New York; P. J. Doherty, Brooklyn; E. H. Neary, Jr., Passaic.

The new catalog issued by the New Jersey Sheet Metal Co., of Newark, N. J., showing their complete line of horns, both regular and collapsible, is in good demand.

A NOTABLE CALIFORNIAN.

Is Peter Bacigalupi, the Famous Talking Machine Man, Who Has Triumphed Over Many Difficulties Since the Great Fire.

The illustration below shows something of the development in both avoirdupois and material goods that Peter Bacigalupi, the well-known wholesale and retail talking machine man of

Golden Gate avenue, which he either rented at high rate or used for various kinds of stores himself. His interests are indeed diversified, but the bulk of his personal attention is given to his several talking machine establishments, which are all doing a splendid business.

DUPLEX PHONOGRAPH CO. WIN.

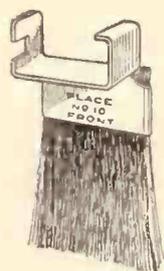
Judge Knappen, United States Circuit Court, Western District of Michigan, second division, sitting at Grand Rapids on April 30, denied the petition of the Victor Talking Machine Co. and the United States Gramophone Co., Camden, N. J.,

in which they asked for a temporary restraining order directed to the Duplex Phonograph Co., Kalamazoo, for alleged infringement of the Berliner patent. The court refused the temporary order conditionally that the defendant prepare for trial of the case in October. The decision is brief. A report that the factory of the Duplex Phonograph Co. had been closed, was subsequently proven erroneous.

A HANDY HORN BROCHURE.

Dealers will find it convenient to consult the little brochure recently issued by the Standard Metal Manufacturing Co., 10 Warren street, New York. This booklet contains some very pleasing reproductions in colors of some of the many horns manufactured by this company. A work of this kind is always well to have within easy reach, and the company will be glad to forward copies of this work to dealers who desire same.

San Francisco, has experienced since the 'quake and fire. As stated some months ago in The World, Mr. Bacigalupi recovered rapidly from the catastrophe which swept away everything he had. He immediately commenced buying up ground leases and erecting temporary stores on

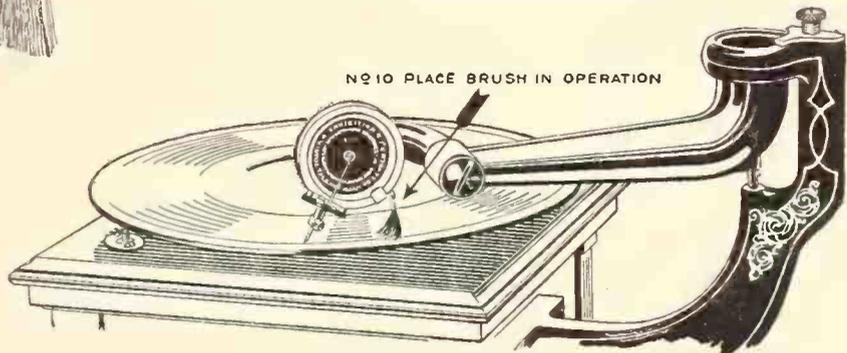


THE PLACE No. 10 Disk Record Brush

FOR VICTOR EXHIBITION SOUND BOX

PATENTED SEPT. 25TH AND OCT. 2D, 1906. OTHER PATENTS PENDING

PRICE, 25 CENTS



PRESERVES THE LIFE OF DISK RECORDS

Automatically cleans the RECORD GROOVES and gives the needle a clean track to run in. Insures a clear Reproduction and prevents records getting scratchy. Makes the Needle wear better. Dust and dirt in the Record Grooves wear the Record out quickly and grind the Needle so it cuts the record. SAVE THE LIFE OF YOUR RECORDS.

NOTE—BIG PROFITS HERE FOR BOTH DEALER AND JOBBER AND FREE ADVERTISING MATTER WRITE NOW DEALERS ARE REQUESTED TO BUY FROM THEIR REGULAR JOBBER

MANUFACTURED BY

BLACKMAN TALKING MACHINE CO.

97 Chambers Street

NEW YORK

A "Searchlight" Communication

We were too late to have our new decorations ready for color work for this issue of The Talking Machine World, but beg to state that, while there is an honest difference of opinion between two prominent manufacturers of amplifying horns as to the merits of baked japan or air dried lacquer finish, we are prepared to deliver either kind and we warrant them at least equal to any other in the market. We also have a new line of superior decorations for people who like something artistic and are willing to pay for it.

THE SEARCHLIGHT HORN CO.

753-755 Lexington Avenue

Borough of Brooklyn, NEW YORK CITY



BASEBALL TEAM AFTER "RECORDS."

We present herewith a photograph of the amateur baseball team made up of employes of the St. Louis Talking Machine Co., of which C. W. Long is manager. The team is willing to meet all comers in the St. Louis territory.

THE FEELING WAS MUTUAL.

Mr. Knagge was putting on his coat, preparatory to going to business, when there came a ring at the front door bell. He opened the door. A canvasser stood outside.

"I beg your pardou," said the canvasser, "but I'd like to show you a sample of our improved talking machine."

"I don't think I care to see it," replied Mr. Knagge.

"You are not interested in talking machines, perhaps?" ventured the other.

"I can't say that, either; but I have one already. Talks all day. Never needs winding up, and never runs down."

At this moment a high-pitched voice came floating downstairs.

"It isn't so!" exclaimed the person with the high-pitched voice. "But I've got a growling machine that runs whenever it's in this house!"

GENEROUS SUPPORTER OF SPORT.

Albert S. Marten, president of the Tea Tray Co., was the subject of much favorable newspaper comment during his recent sojourn in the South on account of his interest in stimulating all kinds of sports, notably golf and driving. He donated various prizes in this connection, and his generosity and enthusiasm did much to make the various events held very successful.

DEATH OF JOHN C. HAYNES.

John C. Haynes, president of the Oliver Ditson Co., Boston, Mass., and one of the notable figures in the music trade industry, died at his home in Boston, Mass., May 3, aged seventy-eight years.

QUITE A DIFFERENCE.

Here's a good one from "Chat": As the boot-black looked up and winked he asked:

"Which will yer have, Mister, a five or a ten-cent shine?"

"Why, what's the difference, my boy?"

"Ob, nuthin' much. Only one will last yer till yer gets across de street, and de udder will last year a hull week."

Many people buy the "shine-until-you-get-across-the-street" variety of goods, simply because there is a few cents difference in price. But it is just as much a matter of false economy as it is poor business.

H. H. STANLEY TAKES CHARGE.

H. H. Stanley, formerly of the Oakland, Cal., branch of the Columbia Phonograph Co., has come to this city to take the place made vacant by the resignation of T. T. Maxey, who had charge of the mail order department of that company at 353 Broadway. Mr. Stanley is an experienced talking machine man, and will ably fill the place.

HAS BUILT UP BIG BUSINESS.

That talking machines may be profitably handled by a department store is well illustrated by the growth of that department with the S. Kann Sons Co., Washington, D. C. This house does both a wholesale and retail business in Edison and Victor machines and records, and has a large Southern trade. Monthly sales average over \$10,000.

On April 23 the United States District Court granted Sol Bloom, alleged bankrupt, an additional thirty days in which to continue the business. He is endeavoring to secure the consent of his creditors for his discharge in bankruptcy. The liabilities are placed at \$25,000.

The Petmecky Co., Kansas City, Mo., report a steadily increasing demand for their needles, which they are disposing of in large quantities. The orders coming in from leading jobbers are steadily increasing.

A sheet music department has been added to the store equipment of the Bettini Phonograph Co., New York. Mrs. S. W. Crosby is in charge, assisted by a couple of young lady demonstrators, and a piano completes the equipment.

Eilers Piano House, at Spokane, Wash., is now giving regular recitals on the Auxetophone.

"SIDE LINES"

Do you know the advantage of "side lines," to your business Mr. Talking Machine Dealer? You can carry a side line of

DURRO VIOLINS

and add to the volume of your business, and to the size of your profits. You can have all the musicians in town coming your way. The "Durro" will make your store a rendezvous for new people, people who have money to spend.



You will find a line of "Durro" Violins a paying one—and the paying side of the business proposition is what interests you.

We are also headquarters for all kinds of musical instruments and specialties that go well with your business.

You can get everything in musical instruments from us at short notice.

SEND FOR OUR NEW CATALOG

BUEGELEISEN & JACOBSON

113-115 University Place
NEW YORK CITY

ASK YOUR JOBBER FOR

Rapke's Specialties

Collapsible Horns
Improved Cranes
Record Labels, etc.

VICTOR H. RAPKE CO.

MANUFACTURERS

255 E. 86th St., New York City

The Frog Book

"RANIDAE" gives you the practical knowledge how to breed, feed and raise Frogs. The book is interesting and tells you of a new industry that returns large profits. Price, postpaid, 25 cents (Coin).



Meadow Brook Farm Co.

Box 16

Allendale, New Jersey

GET ACQUAINTED WITH
RECORDOL

IT WILL PAY YOU

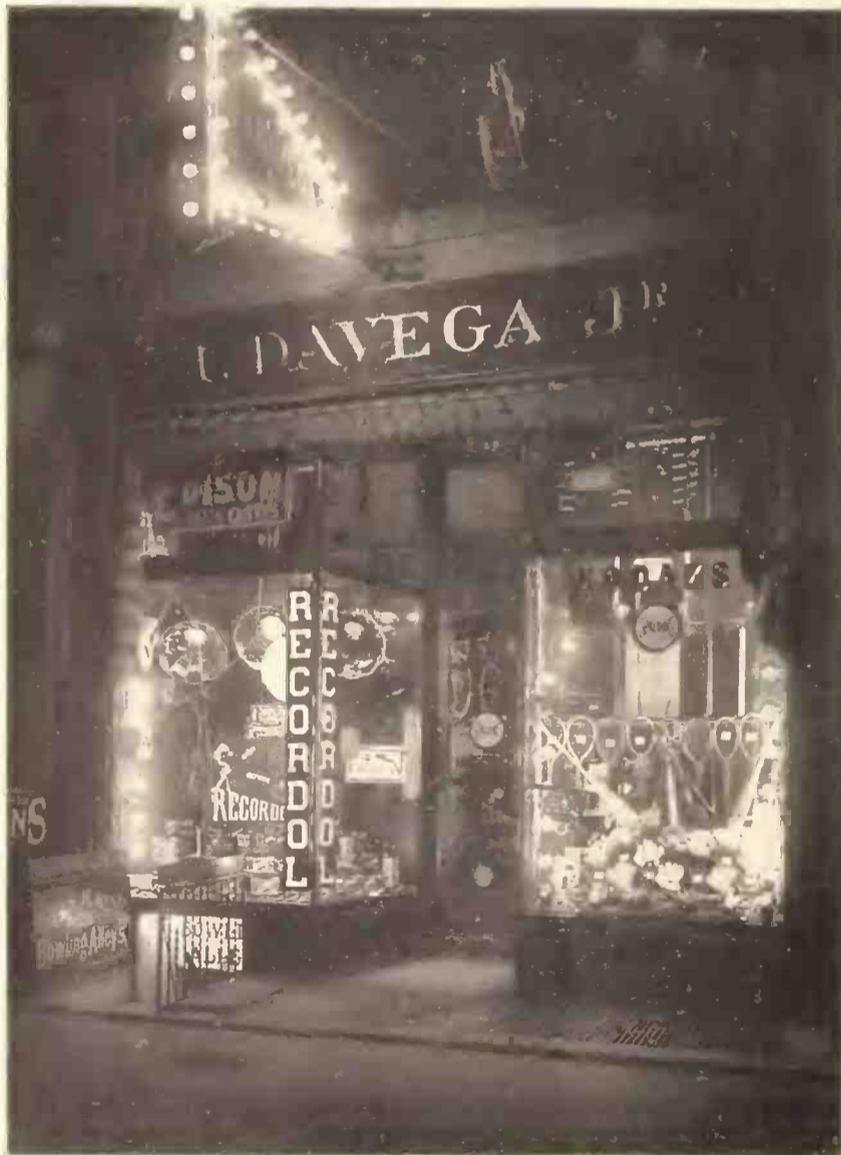
WHY ?

Because it supplies the user of the PHONOGRAPH with a means of maintaining the efficiency of his CYLINDER RECORDS. It keeps his records in good playing condition. HE KEEPS USING HIS MACHINE and that's what makes GOOD BUSINESS FOR YOU. GET ACQUAINTED WITH RECORDOL NOW. Be in shape to show it properly to your customers by next Fall. It is an insurance policy to your business. To be up-to-date you must have it on your counter. It will surprise you how your sales will increase if you look out for the customer's interest.



HERE

are two cuts, reproduced from photographs, showing how our goods are displayed in New York. I. Davega, Jr. is an up-to-date jobber. His excellent establishment is on one of the most prominent thoroughfares in Manhattan, New York, and offers to the public a complete and finely displayed line of everything pertaining to PHONOGRAPHY.



Fill out the attached coupon, enclose it with a two cent stamp, and we will send you a SAMPLE OF RECORDOL, together with complete information, by return mail. WE ARE WILLING TO SHOW YOU. Write at once.

Enclose your business card or letterhead, showing you to be a dealer, otherwise we cannot send you dealers' prices.

RECORDOL COMPANY

108-110 E. 125th St., New York City

Write your name plainly, cut out at this line and mail to-day.
 Enclosed find 2c. stamp, for which mail to party below full information and free sample of RECORDOL.

RECORDOL COMPANY, 108-110 E. 125th Street, New York City

NAME.....
 ADDRESS.....
 STATE.....

THE VICTOR CO. WIN SUIT

Against the Leeds & Catlin Co.—The U. S. Circuit Court of Appeals for the Second Circuit Holds That the Sale of Disc Records for Use on Victor Machines, or Infringing Machines, Is an Infringement of the Berliner Patent No. 534,543—Leeds & Catlin Company Held for Contempt—Will Appeal Again.

The U. S. Circuit Court of Appeals, for the Second Circuit, in a decision filed May 2, 1907, affirms the decision of the United States Circuit Court in the suit of the Victor Talking Machine Co., and holds the Leeds & Catlin Co. in contempt of court in selling disc records for use in connection with the Victor talking machines, or machines made in infringement of the Victor Co.'s Berliner patent, No. 534,543, claims 5 and 35.

The case was argued in the United States Circuit Court of Appeals on April 9, 1907, before Judges Wallace, Coxe and Hough. Judge Wallace has filed a dissenting opinion. The decision deciding the case being the opinion of the majority of the court, reviews quite fully the subject, and sustains the complainants' contention to its exclusive rights to manufacture, sell and use disc records, for use in combination with its reproducing apparatus, claimed in claim 35, operated in accordance with the method of claim 5 of the patent in suit.

The defendant contended, among other things, that it had a right to supply a purchaser of a Victor talking machine and records with Leeds & Catlin records, based on the so-called doctrine of "Repair," and alleged right of substitution of parts. The defendant also contended that the Leeds & Catlin records could be used on so-called "feed device machines."

The court, in passing upon the defenses, stated:

"On ample evidence the Court below found: that most of the sales of Leeds & Catlin records were knowingly made by the plaintiff in error to enable the owners of Victor Talking Machines to reproduce such musical pieces as they wished, by the combination of the Leeds & Catlin record with said machines; that the Leeds & Catlin Co. made no effort to restrict the use to which their records might be put until after motion to punish for contempt had been made; that the only effort at such restriction ever made was to insert upon the face of the records a notice to the effect that such record was intended and sold for use with the 'feed-device machine'; that the records sold by plaintiff in error were far more frequently bought to increase the repertoire of the purchaser's Victor machine than to replace worn-out or broken records.

"In our opinion it is also established by the evidence that the 'feed-device machine' above referred to, was not at or before the time of beginning this proceeding a practically or commercially known reproducer of musical or spoken sound, whereas the Victor machine, embodying the claims of the Berliner patent here under consideration, was at such times widely known and generally used, and that the plaintiff in error knew, and sold its records with the knowledge, that if its output was to be used at all by the public, it would be used with the Victor machine, and in the combination protected by the claims of the Berliner patent above referred to."

The court also said, in regard to the so-called "feed-device machine": "We regard the feed-device machine either as a curiosity or a pretence." Continuing the court stated:

"Upon these facts it is clear that the Leeds & Catlin Co. have made and sold a single element of the claims of the Berliner patent, with the intent that it should be united to the other element and complete the combination; and this is infringement (Heatou Peninsular, etc., Co. vs. Eureka Specialty Co., 77 F. R., at 297; adopted by this Court, Cortelyou vs. Lowe, 111 F. R., 1005).

"The facts above recited are scarcely controverted, nor is it denied that the above inference should ordinarily be drawn; but plaintiff in error seeks to avoid that result by asserting that the records under consideration are but temporary, perishable and unpatented parts of the patented combination, and therefore, under Morgan Envelope Co. vs. Albany Paper Co., 152 U. S., 425, free to be manufactured and sold by any one.

"This contention is not supported by the evidence. Disc records are fragile, i. e., brittle and easily broken; but they are not perishable, i. e., subject to decay by their inherent qualities, or consumed by few uses or a single one. Neither are they temporary, i. e., not intended to endure; on the contrary, we find them capable of remaining useful for an indefinite period, and believe that they usually last as long as does the vogue of the sounds they record."

As this decision is of much interest to the trade, we will further quote from the opinion:

"Again it is urged inasmuch as disc records are unpatented articles of commerce, which may be used upon the feed-device machine or lawfully exported to foreign countries, that no infringement can be alleged against the maker and seller thereof, because his product may be or is, in fact, used by purchasers as one element of a patented combination. This argument disregards the facts established herein. It is true that the doctrine of contributory infringement has never been applied to a case where the thing contributed is one of general use, or suitable to a variety of other uses; especially where there is no definite purpose that the thing sold shall be employed with others to infringe a patent right (Rumford Chemical Works vs. Hygienic Chemical Co., 148 F. R., at 866, and cases cited). But this plaintiff in error is shown to have manufactured and sold records for the express purpose of supplying the users of Victor machines; nor are such records staple articles of commerce (Cortelyou vs. Johnson, 145 F. R., at 935); on the contrary, they cannot be practically used within the United States except with the Victor reproducer; for we regard the feed-device machine either as a curiosity or a pretense, while the foreign trade of the plaintiff in error is not interfered with by the injunction, nor affected by the order under review.

"It is further contended that those who purchase the patented combination in question without restriction, have lawful right to provide themselves with unpatented records made by any person whatever, by way of replacement and repair. We perceive no substantial difference in the meaning of these words. To return to use something injured or lost, or to substitute for something defaced or destroyed another thing substantially identical, is to repair. The right of general repairing has not been questioned; but what plaintiff in error has done is not to mend or better broken or other records, nor even to furnish new records identical with those originally offered by the Victor Co., but to place upon new discs such other sound records as are thought to command a market, and to induce users of the patented machine not to replace, but to increase their stock of recorded words and music.

"The right of repair is measured by the right of the owner of the patented article, and such owner when doing what is above outlined is no more repairing his machine than is one repairing a stereopticon—by changing the pictures therein to suit the whim of the person gazing through it.

"The final contention against the order below, admits that the record actuating the stylus is a vital part of the combination claims of the patent in question; but declares that any purchaser of the patented article may immediately substitute for even an essential element therein, any other element which he conceives better suited to his purpose; and, of course, if this be true such preferred elements may be freely manufactured and sold.

"We think this contention disposed of by Thomson-Houston, etc., Co. vs. Kelsey, etc., 75 F. R., 1005; for the right of substitution there recognized was specifically restricted so as to refuse 'authority to reconstruct or rebuild a combination which has been sold by the complainant'; and whenever a Leeds & Catlin record is placed in a Victor machine the patented combination is instantly reconstructed.

"The right of substitution rests upon the right to improve, pointed out by Clifford, J., in Chaffee vs. Belting Co., 22 How., at p. 223, and is different from the right to repair. But there is here no true substitution, and improvement is scarcely pretended. From a legal standpoint the discs of both parties are identical, because the grooving capable of actuating the reproducer is the same; what is substituted is but music or words, and what is improved either price or novelty in sound. These are but accidents, and no more important than the color of the disc. The true inquiry is whether the owner of a patented combination, the elements of which are durable, unbroken and in good repair, may buy from the patentee one specimen of a single element—from an outsider an indefinite number of identical specimens of the same element, and keep and use them all, under cover of the word 'substitution'; it further appearing that the element so procured and used is useful and commercially known only in respect of the said combination.

"We think this cannot lawfully be done, and affirm the order below."

Horace Pettit, counsel for the Victor Talking Machine Co., in commenting on the foregoing, says: "This decision practically sustains the Victor Co.'s contention that the claims of this Berliner patent, No. 534,543, control both the disc records and the reproducer which form the essential elements of the combination of this patent."

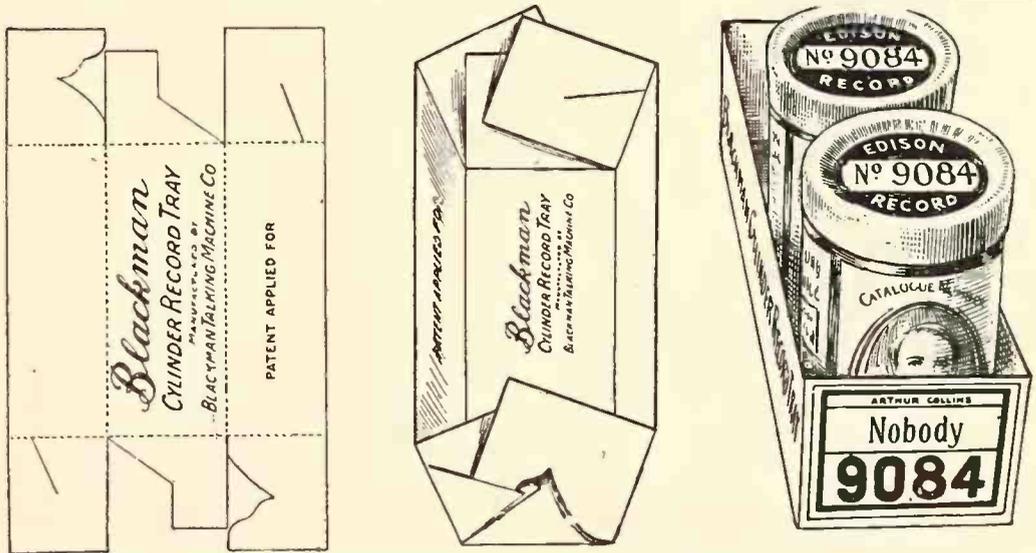
* * * *

When E. F. Leeds, president of the Leeds & Catlin Co., was asked by The World if an appeal to the United States Supreme Court on the foregoing decision would be taken, he said: "Most assuredly. The papers on the writ proceedings were filed Monday, April 6, by Mr. Hicks for our side, and Mr. Pettit prepared the case for the Victor Co. They both went to Washington, D. C., to appear before the court on Monday, the 13th. I feel certain we will win out eventually. Judge Wallace's dissenting opinion is good enough for us. Both the validity of the patent and the contempt proceedings are to be reviewed."

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.

THE FOLLOWING PRICES ARE A SLIGHT ADVANCE OVER FORMER PRICE OF TRAYS, NECESSARY BY INCREASED COST OF MATERIAL. THEY ARE EFFECTIVE JUNE 1st.

NET PRICE TRAYS ONLY.			Net per 1000	Prices RAPKE LABELS With EDISON Numbers and Names. Domestic Selections, No. 2 to No. 9433, which includes Dec. 1906 \$ 3.50
No.	Hold	In effect June 1st.		
2	2 Records	- - -	\$ 6.00	Per month thereafter (postpaid) payable in advance .12
3	3 "	- - -	7.50	
4	4 "	- - -	9.00	
5	5 "	- - -	10.50	
6	6 "	- - -	12.00	

Above prices are RESTRICTED and quoted F. O. B. New York. Dealers are requested to buy from their jobbers if they will supply them. If not we will sell direct.

MANUFACTURED BY

BLACKMAN TALKING MACHINE CO.

J. NEWCOMB BLACKMAN, Prop.

97 CHAMBERS STREET - - - NEW YORK

TIMELY TALKS ON TIMELY TOPICS.

During the past month the usual crop of lawsuits have been recorded. The Berliner and the Jones patents seem to be the crux of the situation, and what the courts have to say will be interesting reading to every branch of the trade. It is an acute condition, as it always is when basic patents are being determined. The owners of these inventions are maintaining their rights under the law, no matter what may be said to the contrary. This position must be accepted in all manner of fairness, and until the edict of the highest court in the land has been formulated, there should be but one opinion prevalent. It is a waste of time for the trade at large to fly in the face of these judicial decisions, no matter how closely the trade may be circumscribed. Facts are facts, and law is law.

In Australia the American-made talking machine holds the premier place. First on account of its supreme quality of manufacture, and then because the packing of the goods is all that could be desired. If the general line of American goods had as high a reputation as talking machines and accessories enjoy in Oceanica the sales would be increasingly larger and stand on a firmer basis.

Contracts have been made with the leading "talent" by one company, at least, fearing other concerns might "tie them up." It is an idea new here, but of no novelty to the foreign record manufacturers. This policy has been followed abroad for several years, with the result that pretty nearly everything worth having in Europe is corralled. To be sure, this is a far-seeing business arrangement that appeals to any man with common sense, and the charge of "monopoly" can scarcely be mentioned, even were the indictment drawn under the Sherman act, which happily does not apply to talking machine "art-

ists." Under the agreement referred to Ada Jones, Len Spencer, Mr. Collins, Harry MacDonough and others are "fixed" with the company referred to for a term of years. At the same time the other recording laboratories have the value of their services. It looks as if the copyright bill introduced during the last session of Congress were working in advance of its actual enactment.

Commenting on the growth of the trade it may be mentioned in passing that one of the leading manufacturing companies had on their books in 1905 about 2,500 dealers. In February of this year they booked 12,000 dealers, and during the past twelve months "turned down" 6,000. The latter were refused listing for various reasons, chief among which was that they were not reputable merchants in the sense that their talking machine line was not "featured" as strongly as the other goods they carried. Comment is superfluous.

Gentle rumor has it that the "swell" operatic singers are not above the despicable practice of grafting. That is to say, while these geniuses are enamored of the beautiful records they themselves make, at the same time when it comes to handing out "the price" they are very much averse to the "vulgar" habit. With their reputation these exceptional beings are firmly of the opinion the world is theirs, in a material as well as in an artistic sense. This means an order is supposed to be honored minus the cash. Think of this in the face of the report that the Victor Talking Machine Co. paid Melba \$50,000 for a week's work!

Among the interesting things talked about in the trade is that the National Phonograph Co. are framing up a new contract. The changes

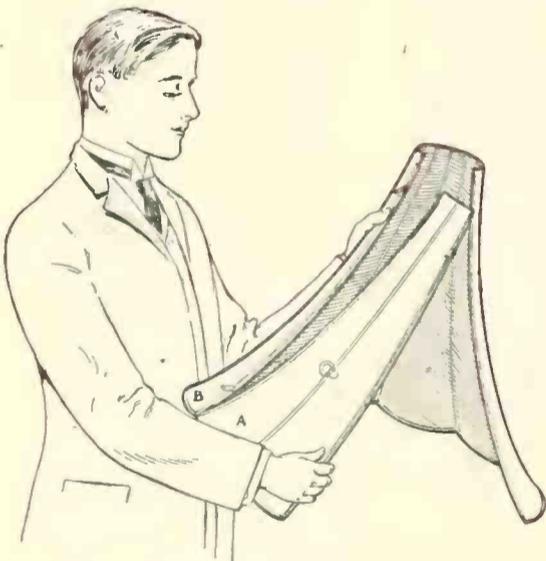
are said not to be important, only as they serve to bridge over possible contingencies in a legal way. Another very important matter that seems to disturb the quid nuncs is that the company are contemplating issuing a disc record. To be sure, the company have always denied their entering into this field, though it is believed if an Edison disc were put on the market it would "cut some ice."

Heretofore when the company have been approached on this—we will say delicate mission for want of a better term—the officers have politely replied that Mr. Edison himself was opposed to the disc proposition. Not but what he could hand the trade an article they "could swear by," so to speak, but he is quoted as saying he did not care to "have the earthen." This mark of modesty is doubtless commendable, as the disc record, it must be admitted, seems to have such a liberal share of trade, really astonishing in its magnitude. The liberality with which the Edison Phonograph Works are planning their new works leads the trade to hazard this guess. F. K. Dolbeer, manager of the credit department—than for whose opinion everyone has the highest respect—smilingly denied the "soft impeachment." Now, if the smiling but energetic general sales manager, C. H. Wilson, had gone so far in his information to the newspapers to make the statement, it is true it would have given the trade pause. Also, it may be quoted that President Gilmore's trip abroad may also have a bearing. At the same time, with all this apparent official chat, until the National Phonograph Co. issue their ipse dixit it is idle talk. At any rate, we will see what we will see, as the philosopher remarked in a moment of aberration.

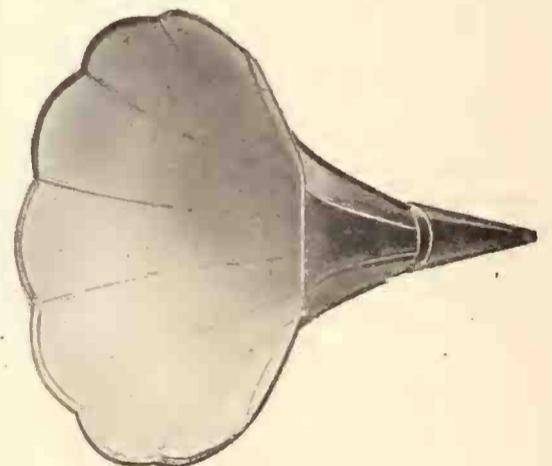
"Although the solution is as plain as the nose on your face, I had a problem to solve recently that has caused a lot of the boys a mental tie-up," said a New York talking machine dealer, who also sells bicycles. "A man came into my store and wanted to hire a bicycle for a certain length of time. He had only a two-dollar bill,

The KOMPAKT HORN

A Practical Sheet-Metal Collapsible Flower Horn
which anybody can put into use inside of one minute



Screw Tube



A new feature on the Kompakt Horn is the Screw Nozzle, which does away with Thumb Screws.

Worth Handling—Pays Large Profits

We manufacture a complete line of Brass and Sheet Steel Nickel-Plated Flower Horns finished in artistic designs and decorations. For catalogue and prices, address

The New Jersey Sheet Metal Company

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

and I told him the charge would be \$3. He took the two-dollar bill to a pawnshop and pawned it for \$1.50. On his way back to the store he met a friend to whom he sold the pawn ticket for \$1.50. That gave him \$3, and he came back and hired the bicycle. Now, who's out the dollar?"

C. M. Brown, advertising manager of the Victor Talking Machine Co., who is stationed at the factory in Camden, N. J., did a clever stunt in writing "Mrs. Van Puyster's Idea," which was published in the leading magazines. Now he has reprinted it as a booklet, on tinted pages and gotten up, including the large square envelope, in the swellest possible style. The leading jobbers and distributors have been just supplied with an ample stock, to be used where they will do the most good. The story itself is of irreproachable style—easy and attractive reading—with illustrations that lighten and brighten the text.

The latest sphere of usefulness opened to the talking machine is reported from Des Moines, Ia., where a blind medical student passed his examination through the medium of the talker and got his certificate to practice without any question. For a long time the authorities could devise no means whereby the student could be properly examined and, although he had completed his course, he could not get authority to practice. At last, however, the Attorney-General decided that the questions could be read to him and the answers typeprinted by himself or dictated to a stenographer or talking machine, and the latter course was adopted.

B. G. Warner, a heavy stockholder in one of the large talking machine companies, has four retail stores in Brooklyn, N. Y. He only started in the business seven years ago, and his success well illustrates the great possibilities in the talking machine field.

Paul H. Cromelin, vice-president, is now at the Jamestown Exposition, where he will be off and on until its close.

CHARGE OF COLUMBIA PUBLICITY:

Geo. P. Metzger, a Well Known Advertising Expert Already Giving Evidence of His Skill.

Concerning the appointment of George P. Metzger as head of the general publicity bureau, Geo. W. Lyle, general manager of the Columbia



GEO. P. METZGER.

Phonograph Co., General, sent a special letter to the stores and agents, part of which follows:

"On April 15 we completed negotiations which had been in progress for some time, and were thereby enabled to round out our long-considered plan of organized and aggressive general advertising. This should eventually prove one of the longest strides we have ever taken—and we have been taking some good ones lately, too.

"Walter P. Phillips takes over the entire catalog department—everybody in the organization knows him and knows he has a man's job in front of him. Before long we will be ahead of our dates with catalogues and other similar printed matter. Constant special attention will be given to this most important subject.

"George P. Metzger's advertising work is better known all over the country than his name may be to the Columbia Co.'s sales force. He is in full charge of the department of general advertising, and his work is bound to bear the closest kind of relationship with that of every member of the Columbia selling organization. The general advertising department will be in no way separate in purpose from the other executive departments. Its business is not to be the publishing of clever literary essays or unmeaning art work. Its every effort will be directed toward the one primary object of more sales and less cost per sale."

BECOME ZONOPHONE JOBBERS.

The Douglas Phonograph Co., 89 Chambers street, New York, have become jobbers of the Zonophone line of disc records, of which they will carry an adequate stock to supply their trade at all times. J. F. Collins, formerly on the floor, is making his first selling trip, and is doing surprisingly well. Mr. Collins has a pleasing personality and understands the business thoroughly.

The Sanders & Stayman Co., Baltimore, Md., and Washington, D. C., have installed complete lines of Victor talking machines and records in both of their stores. Special rooms have been fitted up for the new department, and the line will be energetically pushed.

Sunday-school Teacher—Every time you say or do anything bad an angel makes a record of it in heaven.

Little Tommy—Can you hear all the cuss words when they are played?

THE AJAX HORN

is, as its name implies,

THE STRONGEST and BEST PROPOSITION

ON THE MARKET

To Eliminate all Danger in Handling and Shipping

Handle the Ajax Line of Flower Horns

BRASS, NICKEL PLATED FLOWER HORNS } ARTISTICALLY
SHEET STEEL, NICKEL PLATED FLOWER HORNS } DECORATED



KOMPAKT HORN—The only Practical Sheet Metal Flower Horn which anybody can put in use inside of one minute.

Dealers—Write for Particulars and Illustrated Catalogue.

New Jersey Sheet Metal Co., NEWARK, N. J.
U. S. A.

Just One Moment, If You Please!

¶ You know the necessity of getting good records; you know their impelling power to your business; you know that they will help your profits in a material sense; you know that an imperfect record sometimes drives customers away from your establishment, and you know that a perfect record is a "talker" in your behalf.

¶ You know all of these things are true, but

DO YOU KNOW

ZON-O-PHONE QUALITY?

¶ If you do, we know that you have ZON-O-PHONE records in stock, because after having once heard them you will be too good a business man to miss such an opportunity of forming an alliance with a concern that is producing records which sell, and records which create trade.

¶ Our monthly list of records contains no dead stock. Every record which we put forth has been thoroughly tested, and it has been a question of quality with us rather than quantity in our monthly lists.

¶ Then too, if you handle the ZON-O-PHONE RECORDS the ZON-O-PHONE TAPERING ARM instruments will command a share of your attention. These retail from \$30.00 to \$75.00. They contain special points of excellence all their own. The motors are interchangeable, all parts are alike and will fit single spring, two spring and three spring. It is our earnest endeavor to meet every requirement of the talking machine trade, and we have aimed to study the particular needs of this industry for some time. We are confident that we can please you.

The Universal Talking Machine Mfg. Co.

FACTORY AND GENERAL OFFICES:

Camp and Mulberry Streets, NEWARK, N. J.

BUSINESS NEVER BETTER

Is the General Report of the Leading Talking Machine Manufacturers of This Country—The Output for April and Opening Weeks of May of Both Machines and Records Phenomenal—Summer Outlook Good.

Business with the manufacturers of machines and records was never better. The last four weeks has witnessed a new high record at the plants of the Victor Talking Machine Co., National Phonograph Co., Columbia Phonograph Co., General, Universal Talking Machine Manufacturing Co., etc. Talking of the situation, F. K. Dolbeer, manager of the National Phonograph Co.'s credit department, said to The World recently: "The month of April was not only the best in the

Splendid Business Opportunity

Big chance for talking machine man to secure an interest in a growing business located in a Southern city, which has never been canvassed and worked as it should have been. But one competitor in town. Great opportunity for right man. Address, "ACM." care the Talking Machine World, 1 Madison Avenue, New York City.

WHICH CAPITALIST

Could be interested in an entirely new talking machine without winding or electric drive? No spring. Great opportunities for the foundation of an international trade. Address, "Em-nell," Berlin, O. 17 den Markgrafendamm 11, Germany.

MANAGER WANTED.

WANTED—An active and competent young man to manage the Victor and Edison department of a large music house in Eastern Penna. State experience and salary desired—Correspondence Confidential. W. K. care Talking Machine World, 1 Madison Avenue, New York.

Open for a Proposition

Having had nearly fifteen years' experience in the Talking Machine business, am open for a proposition off the road in order to work my original ideas in the wholesale and retail Talking machine business. Address, "Progressive," care The Talking Machine World, 1 Madison Avenue, New York.

RECORDS WANTED

WANTED—Cylinder and Disc Talking Machine records. State particulars and lowest cash price. Address, "Records" care Talking Machine World, 1 Madison Avenue, New York.

WANTED

Will pay spot cash for old style or second hand Edison Phonographs or Victor Talking Machines. Singly or in quantities. Must be cheap. Send full particulars to "J. R.," care Talking Machine World, 1 Madison Avenue, New York City.

TO YOU, MR. DEALER!

Let me write your ads. Publicity is the keynote of success. Thousands of active merchants owe their success to advertising. Why not number among them? Get Wise! I will write you a fair sample copy for \$1.00. What have you to sell? Address, H. B. Kirsch, 173 Howard Street, Newark, New Jersey.

**AT A BARGAIN
50 Disc Machines**

We guarantee them to be absolutely new latest Model with powerful clock spring Motor, 10 inch Turntable, Concert Sound Box, large Solid Oak Cabinet, 23-inch Black and Brass Horn with supporting arm. Cut sent on application.

These are not Talk-o-phones and no offer accepted for less than fifty. Address, OUTLET CO., Providence, R. I.

history of the company, but in both March and April our output was only limited by our capacity. That is what hampers us now. When our entire new plant is completed, then we will be in a position to take care of our trade much more satisfactorily. Business with us was never better."

INTELLIGENT SALESMEN WANTED.

The right-minded and progressive talking machine man is glad to have his clerks know more about buying, handling and selling than himself, and he will invariably help the ambitious man to know more every day. No employer of any store ever reached the point of so great knowledge that a rational employer wasn't willing it should be so. The greatest business men do not pretend to know the whole thing themselves, and the managers of great enterprises are always looking for some one who knows more.

What difference does this make to the clerk as an individual? How is he to gain anything by exerting himself to make sales? Had not his employer exerted himself to sell goods at the start he would never have had enough business to re-

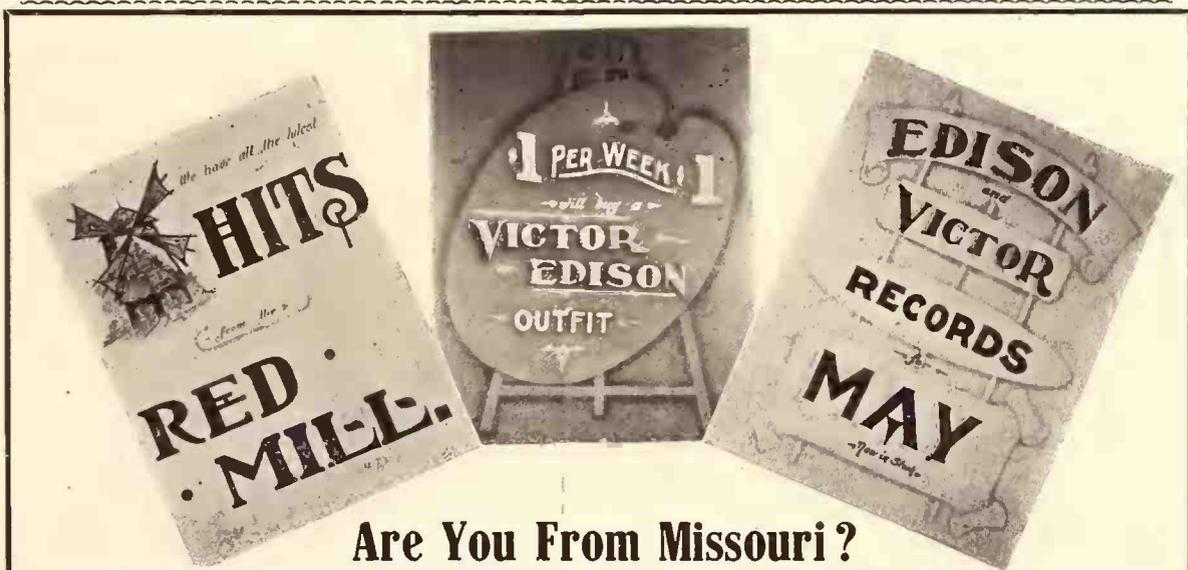
quire the help of clerks, and if his clerks do not exert themselves to make sales his business will steadily decline.

So long as there are more goods sold and the demand for them is increasing all the time, so long is there a position for the good clerk and the probability of his getting more pay for the work he does.

DURAND VISITS WASHINGTON.

H. C. Durand, manager of the business phonograph department of the National Phonograph Co. of 31 Union Square, was in Washington, D. C., for several days during the past fortnight, exhibiting the Edison product to the heads of various government bureaus which contemplate the introduction of commercial talking machines. With the many merits embodied in the Edison he feels sanguine that he will secure a good share of the orders to be awarded.

Edward D. Easton, president of the Columbia Phonograph Co., General, sails for his annual European trip of inspection June 7. He will be accompanied by his son and a private secretary.



Are You From Missouri?

MR. DEALER:—Do not fail to read this, it will interest you. Send us one dollar, and we will send you a sample of one of our business getting show cards, size 22x28, handsomely designed, and three of our small show cards, size 11x14, also neatly made up and illustrated, that we know will sell the records that you want to clear out. All you have to do is send us the numbers of the records and we do the rest. A trial order will convince you and after that you will not do without them as our many patrons will tell you.

SPECIAL FOR THIRTY DAYS ONLY
We make you up a set consisting of 12 monthly signs, size 22x28, everyone a work of art, for any show window, no two alike, also two of our instalment signs or business bringers, especially made for that purpose, size 22x28, and three of our illustrated signs to move any dead record or bad seller that you may want to close out, total in all 17 signs, and well worth double for \$7.00. This is an exceptional offer, and one you cannot afford to miss. Fall in line and let us show you.

These show cards are made only for the Talking Machine Trade, and that will assure you that you are getting something that you really want, and something that will assist you in disposing of your stock.

PRICE PHONOGRAPH CO., 54 Clinton Street, NEWARK, N. J.
VICTOR DISTRIBUTORS

Have you been able to get your Victor goods promptly, if not, try us, as we are the only distributors who do not retail, and you get the goods just as we receive them from the Factory.

LARGE STOCK—NO RETAIL—QUICK SERVICE. Your goods shipped one hour after receiving your order. Send in your trial order.

AN INNOVATION IN CONNECTION WITH THE

"HEISE" SYSTEM OF Wire Record Racks

We have added to the value of the Syracuse Wire Record Rack for Disc Records by means of a heavy manilla envelope which is designed to protect the record from injury. In this new form, records can be stored in our Wire Record Racks with greater convenience and less possibility of injury than in wooden shelving.

Always Planning for the Dealer's Betterment

We are never content with "good enough"—Improvement is the watchword here—Have you one of our complete catalogues?

We are now preparing descriptive matter regarding this improvement in our Disc Record Racks. Send for it.

Syracuse Wire Works

Manufacturers of CYLINDER and DISC RECORD RACKS

East Water Street

SYRACUSE, N. Y.

We Are Horn Specialists



Some Horn Facts

Whenever you see the trade-mark which appears on this page on your horns you may rest assured that you have the best procurable.

An experience of years is embodied in the "Standard," and our purchasers in all parts of the country know that our grade of workmanship insures durability and satisfaction.

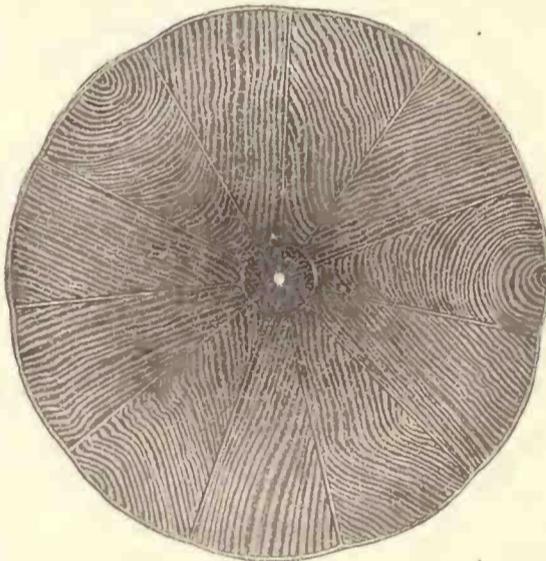
The quality of our horns is absolutely the best.

There is no fading, cracking or flaking off. No rattle in seams. If you have the "Standard" in stock you have the best creation in the horn market.



To The Jobber

Many of the leading jobbers in this country handle the "Standard." It is our aim to thoroughly protect our jobbers in every particular, and our entire line of the various colors, shapes and sizes makes it a most desirable adjunct to every jobber's stock. There is an attractiveness about the "Standard" which places it at once in the artistic class.



Our new wood finished horns are perfect reproductions of mahogany, golden and Flemish oak, and will prove good sellers.

You'll find that our product in style and finish outclasses any in the market.

We supply leading manufacturers of machines with their horns. Our finish and quality must be right else our product would not meet with the demands of this trade.



To The Trade

You are entitled to have the best in the horn trade, and we know of nothing better than the "Standard." Do you know all about it?

We issue a little brochure in colors, showing illustrations of our various horns, which should be within reach of every dealer in the land. It is easy to tell from the illustrations shown in the booklet just what is newest and most desirable. The nearest jobber will probably have a complete line.

If you have not seen this little "Standard" brochure, write for a copy and we shall be glad to supply you.



STANDARD METAL MFG. CO.

FACTORY
Jefferson, Chestnut and Malvern Sts., NEWARK, N. J.

OFFICE AND SALESROOM
10 Warren Street, NEW YORK

TRADE NOTES FROM TWIN CITIES.

Growing Demand for Talkers—L. H. Lucker of the Minnesota Phonograph Co. Enthusiastic Over Conditions—Columbia News—T. C. Howe Handling the Victor—Dyer Expansion—Other Items of General Interest.

(Special to The Talking Machine World.)

Minneapolis and St. Paul, May 6, 1907.

There is an uplift tendency quite noticeable in the talking machine business in this locality. This is evidenced by the constantly growing demand for a higher grade of instruments, also for a better quality of records, particularly in the line of "Red Seal" records gotten out by the Victor house.

L. H. Lucker, president of the Minnesota Phonograph Co., is a man who acts the way he thinks. He is very enthusiastic over the future of the talking machine. His recent venture in occupying the first of last month one of the most expensive ground floor store locations on Nicollet avenue, in the heart of the best retail district of Minneapolis, would have made a timorous man stop and think twice. He considers the expense of rent a bagatelle, however, if he can get the business. And he seems to be getting it. The sale of records last month was big, while the sale of "Red Seal" records last week (doubtless due to the fact that Conried's company appeared here) was by far the largest they had ever made. Mr. Lucker also reports that his wholesale store sold more records in April than during any previous month.

W. A. Lucker, formerly in charge of the Minneapolis branch, has been transferred to the St. Paul store, while Mr. Lowey, formerly with the New England, but more recently on the road for the Minnesota Phonograph Co., will assume charge of the Minneapolis retail store.

J. W. Wheeler, manager of the Columbia Co.'s branch, reports quite a satisfactory trade during April. He reported a good demand for the Columbia disc machine, also a splendid sale of records last month, and those of the better quality.

T. C. Hough, with his four stores, reports a big increase in business over last year. Mr. Hough recently took on the Victor, though for several years he handled the Edison and Zonophone exclusively. He states that the sale of records has increased considerably.

W. J. Dyer & Bro.'s talking machine department also reports a very satisfactory trade, and much better than last year. This is in some part due to having moved from the fourth floor down to the first floor of the building last fall. The demand for records, it was stated, was exceptionally good.

FRANK DORIAN ARRIVES

From Europe on May 4th—Left With President Easton and Others for a Short Trip.

Frank Dorian, the manager of the interests of the Columbia Phonograph Co. in London, England, arrived in this city on the steamship "New York" on May 4, and will make quite a visit on this side before he returns. In company with Edward D. Easton, president of the company, George W. Lyle, the general manager, and Walter S. Gray, of San Francisco, Cal., the Pacific Coast manager, he left last week for a tour of part of the New England States in Mr. Easton's new Pierce automobile, spending the greater part of the week in making the trip, and calling at the leading Columbia stores.

THE KAISER UP-TO-DATE.

The Possessor of a Phonograph-Clock Which Reminds Him of Engagements.

In the practical department of this issue of The World, there is an extended description of a clock with phonograph appendage which is doubly interesting in view of the fact that we learn from Germany that the Kaiser also possesses a unique clock made for him by a Geneva inventor, which reminds the Emperor of business and other engagements. When the Kaiser, for example, wishes to be at the Chancellor's

house at 10 o'clock in the morning, he speaks into the phonograph the night before, moves the pointer and is then called at the hour indicated. The phonograph graciously announces: "Your Majesty, now is the time to call the carriage to go to Chancellor Von Bulow's."

Moreover, when the Kaiser is at breakfast, the clock tells him a dozen or more things which he spoke into the phonograph the night before so as not to forget them.

SOME RECENT VISITORS

To the Headquarters of the National Phonograph Co. in This City.

Following is the list of visitors to the New York office of the National Phonograph Co. for the past month: H. Wondelich, J. Samuels & Bro., Providence, R. I.; L. E. McGreal, McGreal Bros., Milwaukee, Wis.; T. H. Towell, Eclipse Musical Co., Cleveland, O.; Fred. K. Babson, Babson Bros., Chicago; W. C. De Foreest, De Foreest & Son, Sharon, Pa.; C. J. Schmelzer, Schmelzer & Sons Arms Co., Kansas City, Mo.; A. Allen and J. Foster Davis, International Correspondence School, Scranton, Pa.; Peter Kelly, Jr., Peter Kelly, Montreal, Canada; W. O. Pardee, Pardee-Ellenberger Co., New Haven, Conn.; Geo. R. Youmans, George R. Youmans, Waycross, Ga.; Thomas Wardell, Lowell, Mass.; E. F. Taft and R. Beck, Eastern Talking Machine Co., Boston, Mass.; A. E. Mandy, R. S. Williams & Sons Co., Toronto, Canada; C. B. Haynes, C. B. Haynes & Co., Richmond, Va.; Ben Lee Crew, Phillips & Crew Co., Atlanta, Ga.; J. L. Wagoner, Pittsburg Phonograph Co., Pittsburg, Pa.; W. D. Andrews, W. D. Andrews, Syracuse, N. Y.; C. N. Andrews, W. D. Andrews, Buffalo, N. Y.; John Rogers and Mrs. Rogers, Knoxville Tyewriter & Phonograph Co., Knoxville, Tenn.; Ross P. Curtice, Ross P. Curtice Co., Lincoln, Neb.; Jas. Fintze, Ball-Fintze Co., Newark, O.; Thomas Hext, Hext Music Co., Denver, Col.; R. Wurlitzer, Jr., R. Wurlitzer Co., Cincinnati, O.; Charles N. Post and C. E. Goodwin and J. F. Bower, Lyon & Healy, Chicago, Ill.

Northwestern Dealers

TRY US

WE ARE

JOBBER and DISTRIBUTERS

EXCLUSIVELY OF

EDISON

VICTOR

Phonographs

Talking Machines

and Supplies

MINNESOTA PHONOGRAPH CO.

LAURENCE H. LUCKER

505-7-9-11 Washington Ave., So.,

MINNEAPOLIS, MINN.

PENNSYLVANIA R. R. TRAIN WRECK.

Mystery Solved by Talking Machine—The World Representative and a "Talker" Enact the Roles of Detectives and Run Down the Criminals—A Victory Worth Recording in the Archives of the "Graph" and "Phone" Industry of This Great Country.

Every one has read with much interest, and traveling men with great trepidation, of the train wrecks which have followed one another with such rapidity during the past few months. A diabolical scheme thought out and executed with such cunning as to completely baffle every effort on the part of railroad officials and detectives was a pretty tough proposition for a newspaper man and a talking machine to tackle, but tackle it they did, and with very good results, as the following narrative shows:

Spinning along between Philadelphia and Pittsburg early one morning, comfortably lounging in a Pullman chair with a sample "talker" beside me and a case of records in the rack overhead, I was scanning the pages of my order book, when the train slowed down so precipitously that I was sent sprawling into the aisle amid an avalanche of baggage and bewildered passengers. Recovering my equilibrium, I rushed to the door and gazed out upon the spring landscape.

The train had come to a standstill by this time, so I swung off my car and ran up the track



FLAGGING THE TRAIN.

ahead of the locomotive. About twenty yards from the spot where our train had stopped stood a beautiful girl in the picturesque garb of a gypsy, and flung aloft in the breeze which eddied through her dark hair was a scarf of gaudy colors tied to the end of a sapling—a hastily constructed danger signal which had saved my life and those of my fellow-tourists, for just beyond the young woman, chained securely to the track was a heavy log of sufficient size to have sent us flying from the rails a mangled heap of flesh and debris.

"You do not know how the log came there, do you?" I asked her with a smile, my manner indicating that I believed her wholly innocent.

"No, Mister, I know nothing," she replied, but her eyes were on the ground and her cheeks and neck flushed crimson. "I come out to the track to watch the train go by, and when I see the big stick on the rails I take my scarf and wave it and the train stop; that is all."

"Do you tell fortunes?" I inquired.

"Yes, Mister," she answered, and still her eyes roamed everywhere but on my face. "Will you not come to our camp which lies yonder"—she pointed to a distant pine grove—"and have yours told? I tell you nice one for 50 cents, Mister."

"Yes, I think I will," I told her, and asking her to wait for me, I returned to the train for my traps. Then having informed the conductor that I would sojourn at "Gypsyville" for awhile, and being chaffed about allowing a pretty face to interfere with business, I found my comely fortune-teller and started with her for the home of her people. Arriving at the camp I was escorted up the steps of a gayly painted vehicle and found

myself in a barely furnished room curtained off as a palace of palmistry and fortune-telling. I had scarcely seated myself and given my hand into the keeping of the dusky queen, when just beyond the curtain at the opposite side of the apartment, I heard some scattered fragments of conversation. Then the little maid at my side said, seriously:

"You have a long life line, Mister, and your hand shows great ability in solving mysteries. You should be a detective, Mister."

"Me a detective?" I questioned. "Oh, say!



"WILL YOU PLAY IT FOR ME, MISTER?"

that's rich. Why, my dear girl, I sell talking machines to make people happy, and if you will suspend operations upon my hand for a moment I will show you how this one works." She nodded a consent that was bubbling over with curiosity, and as I lifted the top from the cabinet which exposed the "talker" to view, she gave a little scream of childish delight.

"Oh, isn't it pretty! Will you play it for me, Mister?"

The buzz of conversation was still going on outside, and it had evidently become a quarrel, for the voices were high-pitched and tense with passion, but still I could not understand them. Taking advantage of a moment, when my companion was looking elsewhere, I inserted the horn amid the torn folds of the hangings, dropped the recording stylus upon the surface of the blank and pushed over the starting lever. Then extending my palm, within which sparkled a new silver dollar, I cried: "Take your reward, my fair one, and when you have finished with the reading of my fate, I will play you sweet music."

She dimpled and complied, telling me very coyly the same old story about the dark woman who would cross water and the light man with a bundle. When she had finished I readjusted the machine and played several records for her. It was at this time that I saw two rough-looking fellows with beards and tousled hair leave the camp and stalk off together toward the railroad.

The concert over I packed my belongings, and, inquiring the way to the nearest depot, struck

off through the woods by the shortest route. When at last the waiting-room door of the station at Blanktown had banged behind me I carried a certain record of my collection to the window and scrutinized its polished surface as minutely as a jeweler might a diamond. It was the one I had set to gathering evidence behind the torn curtain in the gypsy van, and, thank heaven! it had not labored in vain, for I perceived that there was something engraved there. I had my machine ready for reproduction in a jiffy, and, slipping the record upon the mandrel, this is what came to me through the horn:

"Swish—swish—swish—shall we kill the girl? damn her!" "No," another voice broke in, "she looks good to me, and there's other ways of gettin' even besides killin', and more agreeable to us, too. You leave her to me; I'll fix her good and plenty." "Swish—swish—we must work further from this camp next time, though, Tony; and, say, the bent rail hereafter for mine instead of logs; it's safer." Then the first voice answered, "All right, get the horses ready and we'll try Forbes Crossing this very night. It's devilish quiet there, and that means a pretty fair chance of gittin' away with the swag, eh, pard?" The voice grew inaudible at this point, and with another "swish" the reproducer ball fell from the end of the cylinder. I placed the record back in its box, and, stepping to the window where tickets were sold, wrote a telegram, which read: "Chief of Police, Pittsburg, Pa.

"Have detectives at Forbes Crossing to-night. Two bearded men, tall and dark, from gypsy camp, near Blanktown, will attempt to wreck train by deflecting rail. They are the men you want."

I signed the message and handed it to the agent, explaining everything to him, and requested him to immediately forward the same to the proper authorities. He did so, and the men were caught that night while in the act of prying loose a rail. They are now in custody and have confessed.

When it comes to detective work, Mr. Talking Machine Dealer, the "talker" is certainly a winner, and, by the way, I have it on very good authority that the Pinkertons are about to adopt it, but, of course, that is confidential.

HOWARD TAYLOR MIDDLETON.

The Newark Talking Machine Co., of 545 Broad street, Newark, N. J., of which M. Buchner and J. E. Price, Jr., are proprietors, have their newly-opened business well under way in their handsomely appointed store. They handle both Edison and Victor lines.

WHY OUR HEBREW RECORDS ARE POPULAR

THEY SOUND BEST

Reproducing the clear, sweet and natural tones of the human voice.

THEY WEAR BEST

By actual test our records will outwear all others.

WE CAN DOUBLE YOUR SALES

on Hebrew Records inside of thirty days. Our Blue Label Records possess a standard of merit not attained by other Hebrew records. Our constantly increasing sales is proof of this fact.

SEND FOR A SAMPLE ORDER

and get on the right side of this proposition.

THE UNITED HEBREW RECORD CO.

257-261 Grand Street, NEW YORK CITY

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., May 8, 1907.

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

APRIL 8.

Buenaventura, 4 pkgs., \$120; Buenos Ayres, 5 pkgs., \$783; Callao, 8 pkgs., \$515; 2 pkgs., \$32; Colon, 10 pkgs., \$623; Corinto, 12 pkgs., \$519; Genoa, 10 pkgs., \$190; Glasgow, 5 pkgs., \$195; Hamburg, 22 pkgs., \$550; 206 pkgs., \$1,326; Havana, 9 pkgs., \$277; 23 pkgs., \$919; Havre, 20 pkgs., \$170; 8 pkgs., \$330; La Guayra, 5 pkgs., \$373; La Paz, 11 pkgs., \$313; Liverpool, 1 pkg., \$100; London, 43 pkgs., \$2,826; 71 pkgs., \$6,100; 20 pkgs., \$1,500; 43 pkgs., \$1,719; Manchester, 3 pkgs., \$420; Manaos, 16 pkgs., \$773; Matanzas, 5 pkgs., \$104; Melbourne, 124 pkgs., \$2,576; St. Johns, 31 pkgs., \$740; Sydney, 334 pkgs., \$11,826; 9 pkgs., \$854; Trinidad, 13 pkgs., \$196; Vera Cruz, 7 pkgs., \$132; 19 pkgs., \$963; Vienna, 11 pkgs., \$435; Warsaw, 5 pkgs., \$204.

APRIL 15.

Acajutla, 6 pkgs., \$117; Berlin, 100 pkgs., \$637; Bombay, 80 pkgs., \$584; 31 pkgs., \$378; Bremen, 1 pkg., \$100; Buenos Ayres, 17 pkgs., \$1,407; Corinto, 34 pkgs., \$196; 1 pkg., \$150; Frankfort, 3 pkgs., \$104; Geneva, 7 pkgs., \$390; 1 pkg., \$70; 2 pkgs., \$54; Guayaquil, 11 pkgs., \$142; 5 pkgs., \$141; Hamburg, 2 pkgs., \$30; Havana, 24 pkgs., \$2,279; 25 pkgs., \$2,036; Havre, 25 pkgs., \$546; Kingston, 2 pkgs., \$155; La Guayra, 4 pkgs., \$100; La Paz, 10 pkgs., \$174; Limon, 6 pkgs., \$100; London, 12 pkgs., \$802; 122 pkgs., \$7,865; 43 pkgs., \$4,316; Manila, 5 pkgs., \$137; Melbourne, 29 pkgs., \$1,350; Molendo, 2 pkgs., \$196; Natal, 4 pkgs., \$196; Rio,

22 pkgs., \$1,683; St. Petersburg, 15 pkgs., \$585; Santiago, 60 pkgs., \$743; Shanghai, 42 pkgs., \$1,254; Singapore, 16 pkgs., \$920; Soerabaya, 3 pkgs., \$303; Trinidad, 7 pkgs., \$150; Valparaiso, 9 pkgs., \$949; Vera Cruz, 66 pkgs., \$253; Vienna, 15 pkgs., \$739; Yokohama, 224 pkgs., \$11,841.

APRIL 22.

Argentine Republic, 21 pkgs., \$2,469; Berlin, 3 pkgs., \$2,070; 118 pkgs., \$666; Bremen, 3 pkgs., \$174; Brussels, 1 pkg., \$306; Buenos Ayres, 15 pkgs., \$417; 1 pkg., \$110; Calcutta, 24 pkgs., \$327; Colon, 3 pkgs., \$200; 4 pkgs., \$109; 1 pkg., \$115; Havana, 6 pkgs., \$293; 50 pkgs., \$2,041; Havre, 55 pkgs., \$2,406; London, 92 pkgs., \$7,825; 62 pkgs., \$2,979; Maracaibo, 67 pkgs., \$322; Manchester, 6 pkgs., \$113; Milan, 10 pkgs., \$214; Montevideo, 10 pkgs., \$717; Nassau, 13 pkgs., \$130; Para, 7 pkgs., \$264; Pernambuco, 13 pkgs., \$241; St. Petersburg, 22 pkgs., \$641; Surinam, 3 pkgs., \$180; Smyrna, 4 pkgs., \$159; Tromsø, 3 pkgs., \$100; Valparaiso, 4 pkgs., \$144; 6 pkgs., \$286; Vera Cruz, 8 pkgs., \$255.

APRIL 29.

Barbados, 5 pkgs., \$108; Bombay, 4 pkgs., \$260; Buenos Ayres, 138 pkgs., \$7,648; 1 pkg., \$100; 60 pkgs., \$4,570; Callao, 23 pkgs., \$1,460; Geneva, 30 pkgs., \$680; Grenada, 8 pkgs., \$151; Havre, 143 pkgs., \$1,822; Havana, 8 pkgs., \$926; 7 pkgs., \$212; Iquique, 1 pkg., \$110; La Guayra, 10 pkgs., \$645; Limon, 2 pkgs., \$246; London, 4 pkgs., \$233; 73 pkgs., \$3,111; 8 pkgs., \$506; Manila, 3 pkgs., \$250; Melbourne, 8 pkgs., \$318; 858 pkgs., \$12,626; Montevideo, 9 pkgs., \$664; Para, 7 pkgs., \$397; 11 pkgs., \$592; Santos, 6 pkgs., \$1,126; Singapore, 5 pkgs., \$130; Valparaiso, 27 pkgs., \$3,391; 4 pkgs., \$322; Vera Cruz, 6 pkgs., \$300; Wellington, 10 pkgs., \$200; Yokohama, 132 pkgs., \$8,590.

MAY 6.

Adelaide, 3 pkgs., \$130; Batavia, 15 pkgs., \$437; Berlin, 104 pkgs., \$603; Bombay, 32 pkgs., \$1,715; Buenos Ayres, 34 pkgs., \$739; Cardiff, 6 pkgs., \$261; Geneva, 14 pkgs., \$718; Havana, 112 pkgs., \$1,901; Havre, 14 pkgs., \$718; London, 33 pkgs., \$1,409; 8 pkgs., \$287; Milan, 32 pkgs., \$552; Para, 13 pkgs., \$638; St. Petersburg, 16 pkgs., \$454; Santiago, 12 pkgs., \$252; Sydney, 100 pkgs., \$2,775; Vienna, 8 pkgs., \$442.

BLOW AT CHEAP ARCADES.

Assembly Passes Bill Prohibiting the Admission of Children.

The Assembly at Albany on May 7, passed Assemblyman Prentice's bill, which prohibits children from being admitted to the cheap arcades. The bill provides that no children under 16 years of age shall be admitted in any place where any kinoscope exhibition, movable panorama, exhibition of moving pictures or any device for the reproduction of vocal or instrumental music or for the reproduction of any other performance is publicly displayed or conducted.

TALKING MACHINE MEN SNAPPED

In Southern California After a Big Capture of Fish—Picture Verifies Sensational Piscatorial Stories Which Startled Chicago.

(Special to The Talking Machine World.)

Santa Catalina Islands, Cal., May 4, 1907.

In an interview to-day with your marine representative a large, leaping tuna said: "I have something interesting for your paper. Some months ago I draped myself with a lot of sea-foam and frightened the wits out of an amateur photographer, who thought I was the ghost of Captain Kidd, I guess. He dropped his camera and fled. He's probably still fleeing. I got the camera and am becoming quite an expert. Here's a plate of a party of talking machine men. It was my first effort, but I think it a pretty good one. Take it along, if you want it. I shall be glad to get rid of it. All the female tunas in this district have been shedding such a vast amount of tears of longing and despair when gazing at those classic countenances that the

ocean level has been raised a foot. My own daughters are neglecting their housework and their fiancés, and there will be no peace in my kingdom until the cause of the excitement is removed."

I am sending you this plate, and trust you will have it developed and printed. I hope it will reach you safely, as I have swathed it in cotton and packed it in ice. It is scarcely necessary for me to state that the gentlemen who are



TRIO OF "TALKER" FISHERMEN SNAPPED

posing so nobly against a background of mackerel and seabass are Ed. M. Clintzman, manager of the talking machine department of Kohler & Chase, San Francisco; George Exton, of the Exton Music Co., Los Angeles, and C. W. Noyes, of Chicago, secretary of the Hawthorne & Sheble Manufacturing Co. They were down here for three days last month, caught some fish, and, I believe, actually did break the hearts of a lot of leaping tunas.

The talking machine parlor of J. W. Sanders, Cleburne, Tex., was recently destroyed by fire.

The Stone Music Co., Fargo, N. D., have just placed their initial order for Zonophone goods.

A Permanent Feature.

THE making of the photographs of the talking machine artists is now a permanent feature in the talking machine trade. Every owner of a phonograph is interested in these photographs and it remains for you, Mr. Dealer, to supply this demand. You can accommodate your customers and make a handsome profit by doing so. Attractive printing matter is furnished you. Consult your Jobber in regard to these or write to us for information and list

*The Channell Studio
for Photography*

483-485 MAIN ST.

ORANGE, N. J.

HOW TO PRESERVE YOUR Talking Machine Worlds

For some time past we have received numerous requests from subscribers for binders to hold the files of the paper, so that they would be convenient for reference purposes.

To supply this demand we have had a number of "Common Sense Binders" made, which will accommodate the Talking Machine World readers.

If you wish your Worlds filed always within reach, order a binder.

These binders are full cloth, with the title of the publication on the front in gold.

These will be supplied to subscribers, delivered to any part of the country for \$1.25.

BUSINESS DEPARTMENT

The Talking Machine World
1 Madison Avenue
NEW YORK

NEWS FROM ALL POINTS OF THE COMPASS.

The new red and gold front of the Douglas Phonograph Co.'s store, 89 Chambers street, New York, and the fresh interior decorations and improvements, are completed, an enhancement favorably commented upon by the visiting trade, of which a large number registered within the past two weeks. It is the most striking establishment on this busy street, easily discernible from Broadway or Church street. President Henkel is conceded to be one of the most progressive jobbers in the line, and their trade is by no means confined to this country, their foreign business being an important factor, which is constantly growing.

From an authoritative source it is learned that the new model Telegraphone—disc machine type—will not be ready for the market before the fall. Several sizes of disc records will be then included in an outfit. The officers of the company state that the work heretofore expended on a device that many believe will create a revolution in the method and practical results of sound recording and reproduction has been solely experimental. The American Telegraphone Co., the manufacturers under the patents, have removed their offices from 140 Nassau street to 41 Park Row, New York.

Walter Stevens, manager of the National Phonograph Co.'s foreign department, left New York April 22 for a trip to Mexico, and after visiting the branch office in the City of Mexico will look after general phonograph conditions in that very promising country for talking machines. He will be gone several weeks. The foreign department will also open an office in Buenos Ayres, A.R., S.A., under the title of la Compania Edison Hispanos, Americana, of which mention has already been made in The World. It will be in charge of Thomas J. Kennedy, who speaks Spanish fluently, and has been connected with the department for over two years. He left for his new post April 17.

H. N. McMinimen, late sales manager of the Universal Talking Machine Manufacturing Co., Newark, O., has been compelled to resign his position, ill health preventing him from traveling. He will remain at his home in Mt. Vernon, N. Y., until entirely recovered. Mr. M. has been connected with the trade for nineteen years, starting with the old North American Phonograph Co., and is familiar with every branch of the business. The greater part of this time, however, has been on the road, and he is favorably known from Maine to California and from the Gulf of Mexico to Toronto, Can.

Leaving Chicago April 16, B. Feinberg, of the Western Talking Machine & Supply Co. (Dillbahrer & Feinberg), made a smashing trip East, arriving in New York May 4, where he bought a large quantity of goods for immediate shipment West, an item of 25,000,000 needles being only a sample of the size in which he purchased. In the Central States, where his selling campaign was confined, Mr. Feinberg visited all the jobbing cities, not missing one. His order book tells the story, for he entered an order of some kind at every call. So flattering was his reception that he wishes to thank the trade for their cordiality and generosity. This hustler from the Windy City started West from New York May 10, stopping off at Buffalo and several other jobbing towns, aiming to be home in ample time to attend the quarterly meeting of the Central States Talking Machine Jobbers' Association next month.

When at the banquet during the convention of the Eastern Talking Machine Jobbers' Association in Philadelphia, Pa., last month, William Werner, of Easton, Pa., amused the diners by illustrating how he sold goods in Pennsylvania Dutch, challenging his hearers to understand or

interpret what he said. Victor H. Rapke—the only one of the kind in the world—of New York, promptly responded, and not only clearly explained what Mr. Werner had been saying, but went a step further by giving a selling turn in French, German, Spanish, Italian and Indian, contributing greatly to the hilarity of the happy occasion. Victor is always ready for anything and everything in the "spooch" line.

F. E. Madison, formerly manager of the contract department of the National Phonograph Co., with headquarters at the New York office, succeeds A. C. Ireton as assistant manager of sales, the change being effected last week. This is in the line of promotion, and Mr. Madison has been warmly congratulated by his many friends on his good fortune, as it came solely on merit. Mr. Ireton becomes chief of the traveling staff, a new office. E. E. Davidson, of the clerical force, takes Mr. Madison's place as manager of the contract department. B. K. Barklow, associated with Mr. Ireton in the sales bureau, may accept a road position.

Unexpectedly, A. P. Petit, general manager of the Talking Machine Supply Co., New York, turned up in Philadelphia, Pa., in time for the banquet tendered the Eastern Talking Machine Jobbers' Association at the Bellevue-Stratford Hotel last month. He came as a total surprise to James D. Landay, who represented Landay Bros., Max staying home to "keep the pot boiling."

Thomas A. Edison, who has been at his winter home at Fort Myer, Florida, with his family since early in February, returned to Orange, N. J., about May 1. The famous inventor of the phonograph looks in rugged health and expresses himself as greatly benefited by his so-

journing South. He is again at the laboratory deeply engrossed in new problems.

F. E. Winchell, late president and manager of the Langley & Winchell Co., Boston, Mass., has become connected with the Sterling Debenture Co., New York, in a fiduciary capacity. The latter concern have removed their quarters from 56 Wall street to 225 Fifth avenue. Fred C. MacLean is still on the staff.

Affable Charles G. Andrews, manager of the talking machine department of the Boston (Mass.) Cycle & Sundry Co., who has been confined to his home for a couple of weeks with sickness, is back at his post of duty.

Last month the Universal Talking Machine Manufacturing Co., Newark, N. J., added two more travelers to their staff, namely, T. R. Johnson, formerly with the Victor Talking Machine Co., Camden, N. J., Musical Echo Co., Philadelphia, Pa., and the Cable Co., Chicago, who will cover the South and Southwest. E. F. Manks, new to the business, is now in the Northwest. In their next bulletin three new singers will appear on the company's list of "talent."

Thomas (better known as plain Tom) F. Murray, an attache of the wholesale department of the Columbia Phonograph Co., General, preceded over by the popular and capable Walter L. Eckhardt, was in New York for a few days early in the month. This gave Tom a chance to look after his Wall street investments that are said to be of a permanent nature.

Last month the Silverstone Talking Machine Co., St. Louis, Mo., became Edison jobbers. This makes three on the list in that city. The following were suspended: Nathan Abrahams and Parker & Cooley, New York City.

Charles Lytle, manager of the Universal Talking Machine Manufacturing Co.'s record testing department, which he believes is the greatest

In the Words of Others "Sell I. C. S. Language Outfits"

The best proof that it will pay you to sell I. C. S. Language Outfits comes from the statement of dealers that have tried them. We have published several of these letters before; here is another one from the Denver Dry Goods Co. This is piling up evidence that you are losing profits of from 10 to 30 per cent. on your business if you are not handling these Outfits. The phonograph system is fast becoming recognized as the most perfect way in the world to teach foreign languages.

As a commercial enterprise, the I. C. S. System has always paid dealers well in the past, and it is growing very rapidly. Wouldn't it be a good idea for you to write us today for full particulars of what we can do for you? Let us put our advertising to work for you. It will not only bring you customers for language work, but will increase your regular business. Send us a postal card NOW

International
Correspondence
Schools

SCRANTON, PA.



THE DENVER DRY GOODS CO.
INTERNATIONAL CORRESPONDENCE SCHOOLS
DENVER, COLO. 11/21/06.

International Correspondence Schools,
Scranton, Pa.

Gentlemen:

In reply to your letter of the 17th inst., will say we considered the demonstration of Mr. Mastraud very successful and while he was here we sold several Language Outfits. We have also sold some since he left us. We expect to advertise these Language Outfits during December as gifts as you may rest assured we will communicate with the parties to whom demonstration was given and who have not as yet made a purchase. We think the plan of advertising or demonstrating these Outfits is successful and leads to sales which could not be obtained otherwise.

We have placed several orders with you since the demonstration and would like to know if we could make arrangements to purchase whatever we need in this line through your Denver office as we have had to do several times recently; same can be billed to us by you. This would be quite an accommodation to us.

We will keep you advised from time to time of the results of sales on I. C. S. Language Outfits.

Yours very truly,
THE DENVER DRY GOODS CO.,
per *A. Shultz*

thing that ever happened, so proud he is of the job, was married April 7, and went to Philadelphia for a quick honeymoon. He returned to Newark, N. J., in time for the factory whistle on the morning of the 29th, feeling like a two-year-old and twice as happy.

What is considered a new and original plan for starting Edison dealers is being employed by T. F. Keeney and F. H. Silliman, traveling for the Pardee-Ellenberger Co., New Haven, Conn. They "hunt" in pairs, and since the first of the year have started sixty dealers. Both are spoken of as nice fellows, and deserving of all kinds of success, which they are reaping.

In addition to their new branch house in Cincinnati, O., at 29 East Fifth street, where they will job and retail, McGreal Bros., of Milwaukee, Wis., will also have a warehouse at South and Morris streets for carrying wholesale stock.

The branch of the National Phonograph Co. in Paris, France, has been removed from 31 Rue du Quartre Septembre to 42 Rue de Paradis. The new offices are much more commodious and better located for the rapidly growing Edison business in the French capital.

W. W. Massey, for some time head of stock at the Columbia Phonograph Co.'s store at 353 Broadway, New York, has been made manager of the company's branch on Broadway, Brooklyn. His old position was filled by Clifford Mallich, of the Passaic branch.

F. E. Ogden, of the Broadway, Brooklyn, store, has been transferred to the Flatbush avenue, Brooklyn, branch, while Arthur Burnham of the latter store will be in charge of the retail business of the company's new store at 111 Chambers street, New York.

Among the Columbia Phonograph Co.'s exhibits at the Jamestown Exposition is a new disc graphophone of the concealed horn type. The new machine is contained in a cabinet in which there is also storage room for three hundred records, and the retail price is \$200.

Though the National Phonograph Co. have a number of crack salesmen in the Middle West, J. W. Scott, who travels New England, is said to top them all in the number of new Edison dealers created. The addition of dealers is the criterion of success, and in this "Scotty" has the lead, according to the veritable records.

While the National Phonograph Co. will not have an official exhibit at the Jamestown Exposition, C. B. Haynes & Co., of Richmond, Va., will, however, have a beautiful display of Edison goods on the spot, using part of the material, booth, etc., used by the National Co. at St. Louis and elsewhere. Haynes & Co. will also have special assistance from the factory at Orange, N. J., and the exhibit will be purely for advertising purposes, and is not entered in competition for awards or prizes of any kind.

H. Paulsen Van Stunbergh, Columbia Phonograph Co. traveler for Pennsylvania, was recently married to Miss Olive Marion Barrett, of Toronto, Canada, whom he first met while stationed at the Columbia branch in that city.

In different sections of the country it has become quite the thing for gangs of men employed on extensive construction work requiring considerable time, to contribute to a general fund for the purchase of a talking machine and records, whereby to lighten the evening hours in the camp. Near Indianapolis, where over five hundred men are busy erecting the \$9,000,000 station of the "Big Four" railroad, a large Victor machine entertains every evening.

In pushing their product, the Columbia Phonograph retail department has utilized the newsdealers in and near the city as disseminators of their literature. Recently they had over 200,000 attractive circulars, about 10 by 18 inches

in size, containing four of the Columbia combination offers folded in as many Sunday papers. At the bottom of each circular appeared the name of the nearest retail store handling their product. It proved extremely successful, and the Columbia dealers appreciate the effort of that company to bring them business.

Pat Powers, Buffalo, N. Y., who is spoken of as one of the smartest men in the trade, both as a jobber and dealer, was in New York recently on a brief visit. Mr. Powers has not only made a modest fortune from a shoestring, but at one time was a crack bicycle rider. Talking machines, bikes and real estate are his specialties.

The talking machine dealers of Philadelphia, particularly the Musical Echo Co., the Penn Phonograph Co., Weyman & Sons, Swisher, Lit Bros., the Wanamaker store and others are having an immense trade in Edison and Victor goods.

A new talking machine store has been opened at 854 Penn street, Reading, Pa., by Lewis P. Muthart & Son, the jobbers, under the title of the "Columbia Echo." A full line of Columbia cylinder and disc graphophones and records is carried.

The Hornless Phonograph Co., New York, recently incorporated, propose manufacturing a device said to resemble the Victor Victrola so far as the disposition of the horn is concerned. They also have in mind a submerged horn machine, which is familiar to the trade in Germany. At the present time capital is the chief requisite.

Leo Greenberger, assignee of the Burke Talking Machine & Novelty Co., Brooklyn, N. Y., has sent out the following notice to the creditors: "By virtue of assignments, dated respectively

March 11 and April 6, 1907, all the outstanding accounts of the Burke Talking Machine & Novelty Co. have been assigned to the Mechanics' Bank of Brooklyn, the same to collect all the accounts due and apply them, after reimbursing themselves for the outlays made, toward the payment of their claim as well as other creditors pro rata. This terminates my assigneeship with the above mentioned corporation."

A talking machine store on the lower east side of New York handling Edison, Victor, Columbia and other lines of machines and records has put out a shingle bearing the name Caruso Phonograph Co. Nothing like being up-to-date.

R. H. Morris, president of the American Talking Machine Co., of 586 Fulton street, Brooklyn, N. Y., reports an excellent Victor business for the first four months of the year, with still better prospects for the future.

Robert L. Macnabb, brother of John A. Macnabb, general manager of the Universal Talking Machine Manufacturing Co., for some time in the employ of the Columbia Co., having charge of one of their Brooklyn stores, has started in business on his own account at Eighth avenue and 36th street, New York, with the moving picture proposition.

The Tietz Music Co., Albany, N. Y., who handle the Edison and Victor lines, are said to have sold nearly \$1,500 worth to a certain talking machine enthusiast in one year, he having devoted an entire room in his residence to his machine and records.

The Thompson-Starrett Co., the well-known contractors and builders, have recently installed the commercial phonograph system, using fifteen Edison machines.

WIRE RECORD RACKS

(SYRACUSE MAKE)

Occupy Little Space—Clean—Records Easily Handled in Them

Four Feet Wide, Eight Feet High, Sixteen Inches Deep

EACH COMPARTMENT HOLDS SIX CYLINDER RECORDS STANDING UP IN CARDBOARD BOX
EACH RACK ACCOMMODATES 1224 RECORDS

\$12.00 EACH, F. O. B., NEW YORK

INTERNATIONAL TALKING MACHINE CO.

No. 498 to 500 BROADWAY, N. Y.



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.

DEALERS — Be Up to Date

Stop clinging to traditions and buying inferior **RECORDS** because they have a name.

Order the **IMPERIAL**, and get the latest and best on the market at most advantageous prices to yourself.

SEND FOR LISTS AND PRICES

LEEDS & CATLIN COMPANY

New York

EDISON LETS OUT THE SECRET

Regarding His First Attempt to Raise Money for His Inventions—Tells the Interesting Story at a Dinner at Which a Number of Newspaper Men Were Present.

In one of the largest cities of the South, while making a trip through that part of the country, Thomas A. Edison was entertained at a dinner at which were present a number of well-known reporters. The dinner ended, Mr. Edison found himself surrounded by a group, and presently one of the newspaper men said:

"I suppose, Mr. Edison, that from the start you never had much trouble in getting your inventions before the public?"

"On the contrary," said Mr. Edison, "it was often very hard. I shall never forget my first experience that resulted in anything; it's quite a story."

"Tell us," came from all sides, while the reporters sharpened their ears and mentally their pencils at the same time.

"Well," began Mr. Edison, "I was young then, about twenty-three, and I had already invented a number of things which I felt were valuable, but no one wanted to advance me the money to allow me to prove their practicability. One day, feeling pretty blue, I tramped the streets of New York, a few lonely silver pieces in my pocket, and presently found myself in one of the fashionable streets. A lady, young, handsome and richly dressed, was just descending the steps of one of the palaces to a waiting carriage.

"Who is the young lady?" I asked of the liveried dignitary who had conducted her to the equipage. The astonishment depicted on the man's face could not have been greater if I had asked him to name the stars in the Milky Way. Silently he turned on his heel and made his dignified way back into the mansion.

"That's Miss Cymbeline Smart," volunteered a man who was passing.

"And that is Mr. Jenkin Smart's house?"

"He nodded and passed on.

"I knew from newspaper report and gossip that Mr. Smart was one of New York's richest men, and that Miss Cymbeline was his only daughter.

"I hesitated only a moment, quickly ascended the marble steps, rang, and shortly found myself facing Mr. Smart himself in a room which seemed half-library, half-office.

"What do you want?" he asked.
 "I want to marry your daughter."
 "Indeed! Who are you?"
 "An inventor."
 "What have you invented?"
 "Nothing as yet that has been proved a success. I need money to perfect my inventions. I work in electricity."

"While talking my glance strayed continually to the massive safe in front of which Mr. Smart stood. I knew his passion—his possessions.

"Do you consider that safe burglar-proof?" I went on.

"No," he replied, "not as long as the man who made it lives. This lock cost me six thousand dollars; before I got this the safe was broken into four times; presently this will be useless."

"Mr. Smart," I said, "I can fix an attachment on your safe that will not only render it burglar-proof, but will deliver into your hands any one tampering with the lock. If I prove this to you will you promise me your daughter?"

"If you succeed I will give you one hundred thousand dollars," he said.

"I'm sorry; it's your daughter I want."

"Very well, then, my daughter if you succeed."

"At twenty-seven minutes after eight the same evening I had perfected my attachment on the safe in Mr. Smart's presence. The following morning at ten, according to appointment, I again presented myself at the palace.

"Your master was ill last night," I said to the servant who ushered me in.

"Yes, sir, he had a fainting-spell, sir, but he's quite well again this morning. You are to go to him at once, sir."

"Mr. Smart was standing in front of the safe very much as when I had first seen him.

"Good morning, Mr. Smart; how do you feel?"

"Well, thank you; why should I not feel well?"

"Mr. Smart," I said, "yesterday evening at thirty minutes after eight you had an electric shock which caused you to fall unconscious in front of your safe. And this morning at half-past eight you regained consciousness. Am I right?"

"Yes!"

"Mr. Smart, the same thing would happen to any one who tampered with your safe, and without any knowledge on his part of the electrical trap set for him."

"And suppose I had never recovered from this electrical shock?"

"There was a risk, I admit; it was my first attempt on a person."

"And you knew exactly how long I would remain unconscious?"

"Certainly, the apparatus was set for twelve hours. I might have set it for twenty-four hours. You will admit, therefore, that I have succeeded?"

"Yes."

"And you will keep your promise and give me your daughter?"

"I always keep my word; you have my permission, but my daughter refuses to give her consent. But, my young friend," he went on, "do not let this fact disturb you; I promise to buy all your inventions, and to give you at once my check for one hundred thousand dollars."

"This," said Mr. Edison, glancing smilingly about him, "is the story of my first attempt to raise money for my inventions."

"And did you really sell this millionaire all your future inventions?" asked a reporter.

"No," said Mr. Edison, "I couldn't do that; I invented too many things."

"Is your faculty for invention a natural one?" asked one of the reporters.

"It is," said Edison, and then, with a twinkle in his eye, "I have proven that to you by inventing this story as fast as I told it to you."

Kohler & Chase's branch house at Seattle, Wash., has been removed from 1305 Second avenue to 710 Pike street. They are doing a great business in Edison and Zonophone goods.

We Are From Missouri!

ARE YOU



Then Let Us Show You—

HOW | **PROMPT AND COMPLETE** | **WE FILL ORDERS**

We have moved to our new location, the sixth floor of the Mills Building, a fire-proof, up-to-date floor, half a city block square which will be devoted exclusively to the *wholesale* distribution of the Victor line and have provided every facility for taking care of your business.

That's Why We Want To Show You

Not only have we a complete line of Victor Machines and Records, but we also carry a fine line of Record Cabinets at prices that give you, Mr. Dealer a fair margin of profit.

Our Repair Dept. is in charge of an expert and is also at your disposal.

Let us put you on our mailing list for specialties.

St. Louis Talking Machine Co.
 MILLS BUILDING
 7th & St. Charles Streets
 ST. LOUIS, MO.



The Only Exclusive Victor Distributors in Missouri

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.

CLEVELAND'S BUDGET OF TRADE NEWS.

Business Reports of a Most Favorable Character—Eclipse Musical Co. Occupy Handsome New Quarters—Marconi Records in Great Favor—Geo. W. Lyle Welcomed—McMillin's Success—Edison Business Phonographs Being Placed in Many Large Establishments—Roberts Crowning Business—Bailey's Big Output of Edison and Victor Machines—Unique Uses to Which the Commercial Graphophone Is Put—The Gottling & Wicht Co.—Probeck's Clever Window Display—Many Items of Interest from a Progressive City.

(Special to The Talking Machine World.)

Cleveland, O., May 8, 1907.

In all departments of the talking machine business, both in the city and vicinity, reports are of the most favorable character. The dealers are all very optimistic, and are prepared, so far as the manufacturers make it possible, to do a big business. There is visible evidence that they are all very busy. While some cheap machines are sold the demand for high-grade ones is a feature of the trade, and many more would be sold if they could be obtained from the manufacturers.

The call for cabinets, horns and supplies generally is good and improving. The repair department in all the talking machine stores is becoming more and more an important feature of the business, and a number of experts are now continually employed at this delicate work.

The Eclipse Musical Co., long located at 814 Prospect avenue, have disposed of their retail business, including the accounts, fixtures, etc., to H. E. McMillin, and have leased an entire floor in the Erie Building, near Euclid avenue, where they will hereafter do a wholesale business exclusively. The change to more spacious quarters was made imperative, owing to the fast increasing business. The company now occupy 9,000 feet of floor space, affording the most desirable facilities for the prompt and efficient transaction of business. They have added over 100,000 records to their already large stock, and have greatly increased their supply of machines, cabinets, horns, etc., and now have the most complete stock of Victor and Edison goods in the Middle West.

The Talking Machine World's representative was shown through the offices and stock rooms, and noted the systematized order in which the immense stock is arranged. For instance, a large series of shelves have been arranged, where each Victor record is placed in an envelope and laid in flat as soon as received, which keeps them in perfect condition and prevents their warping. The business offices are nicely appointed, with all the up-to-date conveniences for expediting work.

T. H. Towell, president and treasurer of the

company, is a very busy man, giving his personal supervision to the business. He ceased from his work long enough to explain the reason of finding him in new quarters, by saying that their wholesale trade had grown to such magnitude that they were simply compelled to seek other and larger quarters, where they could give the wholesale business their exclusive attention. He stated he was most gratified with results; that the April business was by far the largest since the company started, and that the prospects are looking good.

Business is reported unusually good by the Columbia Phonograph Co., "made so," said Manager Probeck, "largely by the new Marconi record, to which the public is taking very kindly. These records possess merits superior to any heretofore put on the market. They are practically indestructible. We placed one of these records in the street yesterday, where it was left until several teams, carriages and autos had driven over it. It was then brought in, the dirt wiped off, placed in the machine and it played perfectly. It was considered a pretty severe test by those who witnessed it. I had a very pleasant visit with George W. Lyle, general manager of the Columbia Phonograph Co., of New York City, who spent the day here, May 2, on his way home from the West. It was his first visit here in two years. He expressed himself much pleased with conditions as he found them throughout his entire trip. He said the business for the month of April was the largest in the history of the company."

One of the oldest, if not the oldest, musical establishments of the kind in the city, is that of H. E. McMillin. He started in business as a band and orchestra musical publisher, in 1883, at 127 Superior street. He purchased the wholesale, jobbing and importing business of the S. Brainard Sons Co. in 1889. On April 1 he purchased the retail talking machine business of the Eclipse Musical Co., taking over the entire business of that department, and moved it, together with his Superior street stock, to 2053 East Ninth street, where he occupies two floors of approximately 14,000 feet of floor space. One floor is devoted to the offices and retail department, and the other

to the wholesale publishing business. He has set apart ample space for the talking machine end of the business, and the display and demonstration rooms have been fitted up in fine style, the latter being practically sound-proof.

Mr. McMillin said he was very much pleased with the way the talking machine business had opened up, and there was every indication of an equal patronage. "By opening this store," said Mr. McMillin, "it makes it now one of the few complete music stores in the country, where one can purchase anything in the line of music, from a jewsharp to a piano."

The National Phonograph Co., of Orange, N. J., have their branch of its commercial department in this city in full operation, in charge of J. O. Hanna, located in the finely equipped offices at 509 and 511 the Schofield Building. In an interview with Mr. Hanna he said: "This office will sell the Edison commercial system, conducted with the business phonograph, and has departments for the instruction of both dictators and transmitters, a repair and inspection department, and an employment bureau where girls can learn to use the business phonograph free of charge, and expert operators will be furnished customers on short notice.

"The new and improved Edison business phonograph has proven to be practical for any kind of correspondence, and is now being used by hundreds of the largest firms throughout the country. It has been demonstrated such a time-saver that any firm having heavy correspondence, or which employs more than two stenographers, can afford to be without it. The new machine has been so perfected that all of the old objections have been entirely overcome, and the conscientious operator finds his daily capacity for work, as well as his efficiency, as part of a great office force considerably increased by the use of the business phonograph. All departments anticipate a very busy season in this district."

W. J. Roberts, Jr., reports an excellent month's business in both machines and records, trade continuing steady and of a very satisfactory character. His trade is running to the better grade of machines and appliances. From the present outlook he anticipates a very successful year's business.

The Bailey Co. since installing the Victor and Edison talking machine department have been pushing the business. The manager said they sold thirty-four machines the first day they opened, and that the trade had increased to the extent of compelling them to add double the space originally set apart, and that they were still cramped for room. He stated the volume of business had been far beyond their expectations; that at first they had some trouble in getting records, but they now have a full catalogue list of both the Edison and Victor. They have a Victor auxetophone placed at the head of the stairway, near the elevators, on the sixth floor, which can be distinctly heard on the first or ground floor, where it attracts attention and draws crowds to the music department.

Hugh Grilley, 924 Prospect avenue, says his sales for April far exceeded those of March, including machines, records and cabinets, and that the way business has opened up this month May will prove better still. He said there was a big call for the May records, and that they were taking well.

Mr. Robbins, of the firm of Robbins & Emerson, says their recent move from the second to the first floor of The Arcade was a good one, as their business has materially increased, while their facilities for display and demonstrating are greatly improved. He stated business during April was exceedingly good, with a constantly increasing demand for records.

Cablitz Bros., 2224 Woodland avenue, S. E., have a very neatly fitted up store and are doing quite a volume of business. They cater to and have a considerable trade in foreign records, German, Hungarian and Jewish. They handle a full line of records and Edison and Victor machines.

"There is nothing new to report," said Mr. Busscher, of W. H. Busscher & Son. "Business continues good. We are selling a good many ma-



(Patented March 12, 1907.)

For Edison and Columbia Machines
Ask Your Jobber

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

About Records !!

We are going to make some record statements which will interest every talking machine jobber and dealer in this country.

Every talking machine man knows that the cylinder records will break if they fall upon the floor; they will wear out and become scratchy and unmusical. Ours will not.

They are practically **INDESTRUCTIBLE**

We give up no space to announcements, no curved ends to the records. The entire $4\frac{1}{4}$ inches of surface is devoted to music thereby giving our records twenty-five per cent. more music than any other, and equally the same as the 10-inch disc records which sell for sixty cents and upwards.

We guarantee the highest grade of music, because we employ the services of one of the most talented musical directors. We have a perfectly equipped laboratory for the making of our Master Records at 352 Livingston Street, Brooklyn, N. Y.

We guarantee that every record will reach the dealer in perfect condition. No more broken records to charge up to profit and loss; no more complaints from customers that the dealers sold them cracked records which must be exchanged. No more annoyances from such sources.

You should have the best that modern skill can produce, and the **INDESTRUCTIBLE RECORD is the highest development** in this line. An investigation is invited. Our first catalogue will be out in August. Our price will be thirty-five cents per record with the usual discount to jobbers and dealers.

THE INDESTRUCTIBLE PHONOGRAPH RECORD CO.

226-236 Hamilton Street, Albany, N. Y.

chines, and there is no end to the call for records. The May lists are especially fine."

"The month of April evidenced a very active demand for the commercial graphophone," said Manager H. E. Jones, of the commercial department, "and a considerable number of new outfits of those machines were installed in business houses here and in this vicinity.

"The large number of unique uses to which the commercial graphophone may be put seems to have no end. As a case in point, a party is using it as a silent evidence gatherer of conditions existing in an adjoining building. It seems the offending concern has installed some sort of machinery which makes a most tremendous racket, shaking the buildings in the vicinity to such an extent as to make it almost impossible to do office work in offices where the graphophones are in use. Accordingly, this concern has rigged up one of our machines with a 26-inch recording horn and is making a series of records of the awful racket. What their purpose is I do not know, but the use of the machines for making records of this nature would certainly seem to be a novel departure. It is not known what the results are so far, but the operation is being watched with considerable interest.

"One of the greatest advantages of the commercial graphophone was brought out by the experience of a concern who now have a complete installation of our machines as a result of the incident. It seems that the head of the house dictated some seventy-five important letters to a young lady stenographer one morning, and, feeling ill at noon, she asked for and received leave of absence for the day. The following day she was still too ill to appear at the office and all the important correspondence was locked up in her note book, with the usual condition prevailing that no other stenographer in the office could read her notes. The gentleman in question had been circularized and called upon and the advantages of our system explained, and it immediately struck him that it would be very much more satisfactory in the present case if his dictation had been recorded upon cylinders, and therefore in shape to be transcribed by any intelligent typewriter, rather than to have it as it was, embodied in a lot of useless pothooks and scratches, that could only be translated by the young lady who made them. As to dictating all this correspondence to another stenographer, he decided that the commercial graphophone was worth while trying at any rate. He sent for me and was supplied with a trial outfit of machines, with the result that his office is now, as I stated, rather completely equipped.

"The business outlook for May appears exceedingly promising, because of the numerous prospects and inquiries constantly coming in. In conclusion, I assure you, it may truthfully be said that the commercial graphophone is booming."

Collister & Sayle report trade better and more satisfactory than it has been in a long time. They stated there was a big call for records, and that machines were selling well. "We are get-



NYOIL FOR PHONOGRAPHS

We have for 40 years been producers of Delicate Oils for Watches, Clocks and Chronometers, and we offer NYOIL as the most delicate and effective article ever produced for the use of Phonographs.

W. F. NYE
New Bedford, Mass., U. S. A.

ting in machines more satisfactorily now," said the manager, "but the manufacturers are still away behind on orders for records. Our April business was fine, and it is starting in splendidly this month."

The Gottdiner & Wicht Co., 2084 West 25th street, are one of the oldest, if not the oldest, talking machine dealers in Cleveland. They have been in business over ten years and were the distributors for the Toledo Talking Machine Co. while they were doing business. They also put on the market some three years ago their own special machine, called the "Eagle Talk-o-phone," together with their own records. The company are now handling the Edison and Victor machines and records. "Since we have been in business," said Mr. Gottdiner, "we have sold a great many thousand machines, as many as 500 in one month, as well as tens of thousands of records. While sales are not as extensive at present we are doing a good, brisk business. We have been badly handicapped in not being able to get our orders filled by the manufacturers."

Flesheim & Smith, who handle the Zonophone, report business good. The manager said they were selling a good many 12-inch records and were making good sales of machines.

L. Hartwell, proprietor of the "West Side Phonograph and Talking Machine Store," 2058 West 25th street, has been in business fifteen months and has been very successful. He carries the Edison, Columbia, Victor and Zonophone machines and a full line of English, German and Hungarian records, and does all kinds of repairing. He is doing a business of between \$5,000 and \$6,000 per year.

"Oh, dear! I think about the biggest cheap skate at large is the man that tries to hear music for nothing," said the fluffy-haired girl who plays the piano in a music store. "That fellow who was just in here—and it wasn't his first visit—had me play at least ten of the new pieces, and I didn't see him buy a thing, did you? That always makes me sore," she continued, as she gave another touch to her hair. "A lot of these ducks that blow in here think I'm just a sort of entertainment committee. The boss pays me to play for people that want to pick out music and take it home with 'em. The next time any one makes me play for a quarter of an hour and starts out without making a selection, see if I don't call him back and tell him to come around again next winter—that it will be an open, free season."

The managers of the moving picture theaters of Cleveland have formed an organization to protect their interests. They have agreed to abolish objectionable pictures and outside phonographs, which have been the cause of much complaint. The organization claim there are plenty of good subjects without resorting to objectionable films.

The other day a talking machine dealer received the following order: "Please give me one box nails and screw." He wanted some needles.

The windows of the Columbia Phonograph Co., arranged by Mr. Cleo G. Burgeois, present a pretty and interesting appearance, advertising the new Marconi records. The color scheme is royal purple and white, the floor of the window being covered with alternate bands of those colors. In the center of the window a large scale beam is placed with a Marconi record on one pan and pulling down the other end of the scale is a feather. The point illustrated is the fact that Marconi records are light as a feather.

A small machine in the window is constructed to bend a Marconi record back and forth, showing that they cannot be broken. This machine is a source of great attraction to the passing crowd, to whom a record that can be bent, without breaking, is a novelty. Placed in another part of the window is a Marconi record with envelope, that has been through the mail (postage, 4 cents), showing that they can be mailed without any extra packing and come through without injury. A small postal scale in the window also shows the weight of the Marconi record placed thereon to be only 2 ounces. Fastened to the back of the window and made up of large silver letters is the new catch phrase pertaining to the new Marconi product, which is, "Wonderful as Wireless." This lettering, with appropriate lightning flashes, reminiscent of Marconi's wireless telegraph, shows up very well. A large framed picture of Marconi and numerous records complete the window, which certainly serves the purpose of the designer for advertising and attracting the attention of the public to this new product of the Columbia Co.

Phil Clay, of Sherman, Clay & Co., San Francisco, one of the largest jobbers on the Pacific Coast, was in New York in the latter part of April. While here, among other places visited, he called at the Talking Machine Supply Co. to see A. P. Petit, the general manager, whom he had the pleasure of meeting when in California recently.

THE ACME DIAFRAM

combines all the qualities required of the perfect one without the objectionable features.

NO } Blast
Rattle
Wear
Squeak

MORE } Volume
Range
Natural
Sweetness

EMBODYING } Depth of Tone
Indestructibility
Clearness
Uniformity

Will fit either the Columbia or Edison reproducer, and give a volume and naturalness of tone never before attained. Has proven a repeater from the start. Price 25 cts. or \$1.00 per dozen.

Will furnish dealers free sample if requested on business letterhead.

O. J. JUNGE, The Talking Machine Man, 1317 O Street
LINCOLN, NEBRASKA

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

NOTES FROM THE EMERALD ISLE.

Business Somewhat Dull in the North of Ireland
 —Latest Records of Unusual Excellence—
 Those by Patti and Battistini Much Admired
 —Osborne Concerts Frove Attractive—Other
 News from Isle of Saints.

(Special to The Talking Machine World.)

Belfast, Ireland, April 26, 1907.

Business in "talkers" has been dull in Belfast during the past two months, and this is to be specially deplored because users of gramophones and phonographs have—only temporarily, we trust—thus denied themselves the pleasure of listening to some of the finest monthly issues of new records that it has been the good fortune of jobbers and dealers to have on their shelves. Take, for instance, the six new records by the great prima donna, Mme. Patti, or the thirteen "Battistini" discs.

Two at least of the Patti selections are delightfully rendered, with such charming pathos, so dulcet and clear in the enunciation, that one feels it would be impossible to ever become surfeited with such a "harmony of sweet sounds." The writer of these notes considers that in the recording of "La Calesera" (Chanson Espagnole), Patti has eclipsed all her previous efforts. With regard to Battistini his success as a gramophone artist is so pronounced as to be only equaled by Caruso.

Edison products still hold the premier position in public favor, but, of course, there is always an excellent demand for "Sterling," "White," "Edison-Bell" and "Columbia" records, and the sale of Zonophone discs has continued to increase "by leaps and bounds."

A mammoth audience listened on Saturday evening, April 20, to an *al fresco* concert at T. Edens Osborne's depot, which has the palatial Belfast new City Hall at its vis-a-vis. The instrument used was the "B. C." Columbia S. M. graphophone, which captivated an immense crowd numbering not hundreds but thousands of citizens, who remained transfixed with its "sea

of faces" uplifted toward the fourth floor of the premises from a window of which the 56-inch copper trumpet of the machine was projected. The selections were largely of popular airs and "pantomimic hits," with an agreeable blend of classical music. These Osborne concerts have become quite a "feature of the city," and many come by rail long distances to patronize these functions.

Mr. Osborne has just returned from an extended and delightful continental trip, and remarks that after a jobber or dealer has been compelled to work hard all winter in providing his customers with instruments for dispensing pleasure and happiness, he should, if at all feasible, give himself up to what our French friends term "abandon," and spend a few weeks in visiting the beauty spots of the earth, thereby acquiring that valuable business asset—health, expanding his knowledge and getting rid of "brain fog." Good advice.

CHINESE FUNERAL SERVICE

By Means of the Talking Machine—How Many Mongolians Were Able to Follow the Rites of Their Faith Thanks to the Manager of the Victor Distributing & Export Co.

Owing to trouble between the rival Tongs in New York's Chinatown a Chinese family recently found it impossible to obtain the services of any one to read or chant their native burial service over the body of a child, and for several days all their efforts failed to remedy matters. As the child was a boy the full rites were absolutely necessary, and the poor Chinese were nearly crazy with anxiety. To add to their troubles the health officers learning that the child had been dead for such a length of time ordered its burial immediately.

As a last resort the family went in a body to the showrooms of the Victor Distributing & Export Co., and held an animated conference in Chinese jargon with the manager, Mr. Beekman, who, speaking only plain United States, of

course understood exactly what they were jabbering about.

After singing two or three solos, duets and choruses and going through a whole performance one of the band finally cooled down sufficiently to explain the purpose of their errand. Although there was a quantity of Chinese records catalogued, the company staff thought they were merely folk songs or operas, and brought out the list merely in an effort to satisfy the Chinamen that their wants could not be satisfied, when the visitors read the list they fairly shouted with joy, and imagine Mr. Beekman's surprise to discover that he had in stock a record containing the complete Chinese funeral service, brass gongs and all. He now has that selection heavily underscored in mourning ink and labeled "Chinese Funeral Service."

Before leaving the Chinamen purchased several records in their language, and one of the most expensive machines.

A CAMPAIGN WITHOUT PURPOSE.

The New York Herald recently started a crusade against the many big electric signs along Broadway, claiming that they disfigured that thoroughfare and offended the artistic eye. Among the largest of the signs along the Great White Way is that of the Victor Talking Machine Co., at Thirty-eighth street, which is an enormous reproduction in electric light of the famous Victor trade mark, "His Master's Voice." After having only recently paid a heavy fine for offending public decency, it seems that the Herald should have something better to do than criticize the signs, the majority of which are decidedly artistic and which tend to add brightness and attraction to that wonderful thoroughfare.

Dinizulu, the great Zulu chief, has a large talking machine with which he entertains his guests, both savage and civilized. He also has an organ of American manufacture upon which he himself performs.

Why Not Have Your Customers
BEAUTIFY as well as **CLEAN**

Their Talking Machines, Horns and Horn Cranes.



Note Easily Detached Cork.

PLATOL

(TRADE MARK)

Works the Charm.

PLATOL SILVERPLATES
and CLEANS



Corrugated Carton for Bottles.

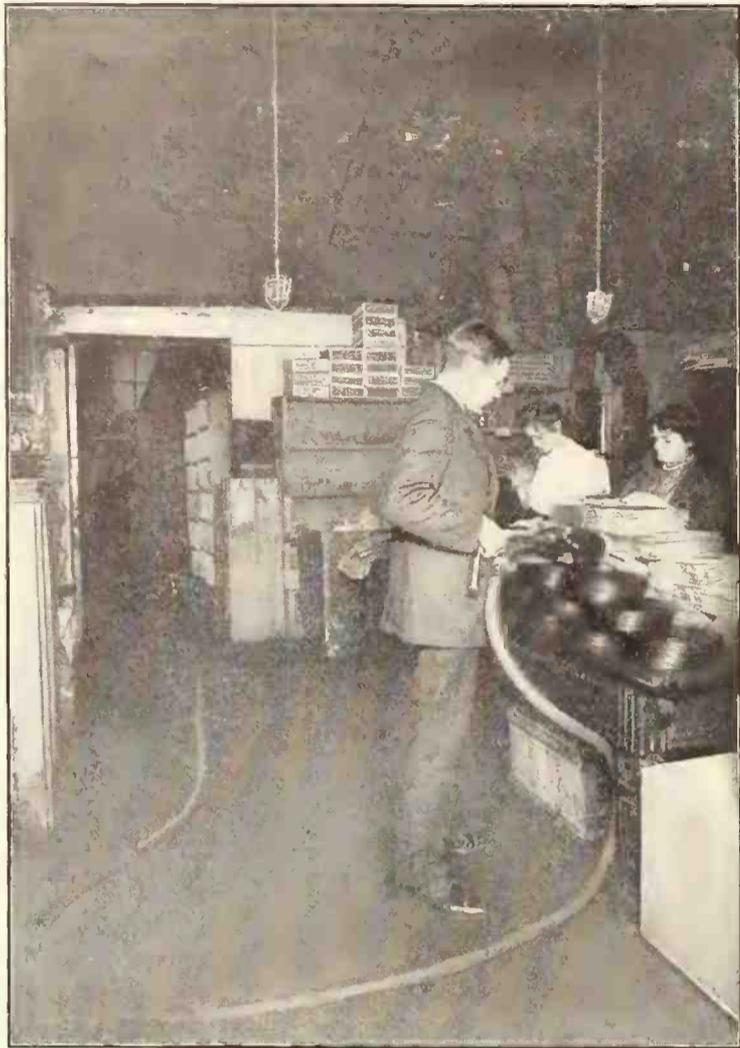
in the one simple operation of rubbing on. **PLATOL** does its work with little labor and small expense. **PLATOL** is delightful to use. Guaranteed to be absolutely free from poisons and odors; does not stain the hands nor scratch the most delicate surface. **PLATOL** improves the tone as well as the appearance. Prove what we claim at our expense. Send your business card, and we will send you a liberal sample, free, by return mail.

A Big Selling Point. Every housewife appreciates an article which will replating her silver as well as clean it. Don't hesitate. It's worth your while. It pleases and pays.

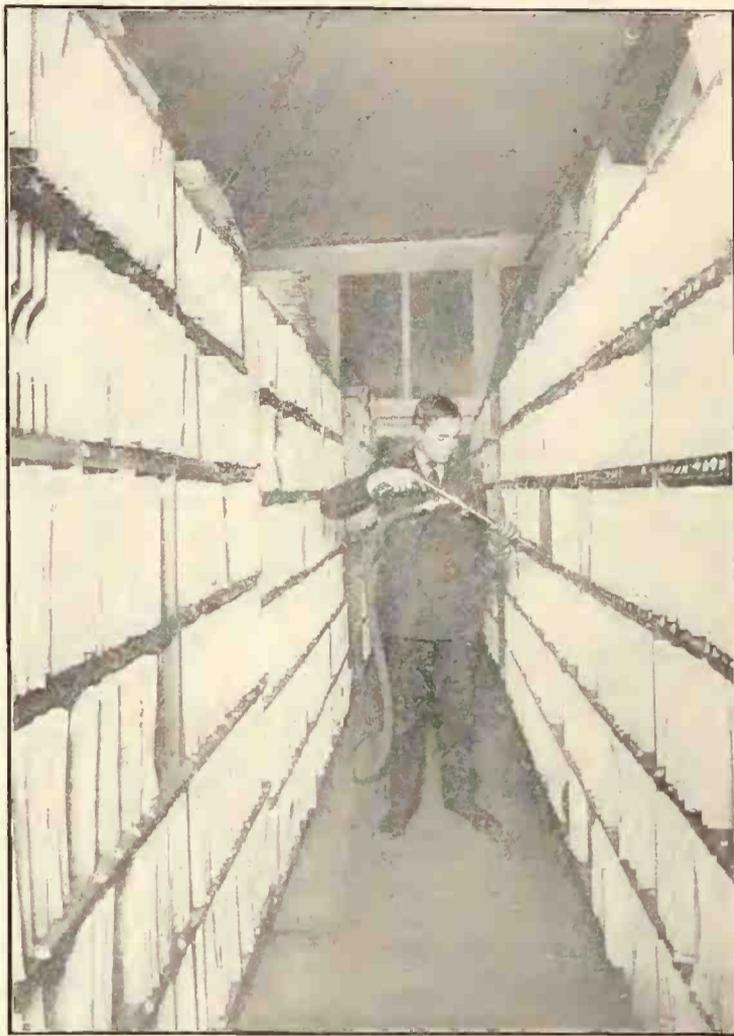
STEINREICH MFG. & IMPORT COMPANY,

Advanced Articles of Utility.

190-196 West Broadway, NEW YORK CITY.



Removing Grit with Pneumatic Brush.



Daily Cleaning of Shelves.

VITAL IMPORTANCE



Do you know that the GRIT, which gathers in a Record groove chokes the reproduction, eliminates the finer notes entirely, shortens the life of the record by one-half, cuts your profit by damaging your stock and losing Machine Sales?

Pneumatically Cleaned Records in Envelopes

Our entire stock is cleaned by subjecting the surface of each Record to the action of a Pneumatic Brush, which has a suction power of twenty-five (25) pounds, cleaning out the minute grooves, which no cloth can reach. After being cleaned the Record is placed in an envelope and reaches the Dealer in perfect condition.

WE STAND IN A CLASS BY OURSELVES. THE ONLY JOBBERS IN THE UNITED STATES WITH PNEUMATIC CLEANING APPARATUS

When you consider the immense value that clean, bright salable stock has, when compared with the damaged article—ordinarily carried by Distributors, and the complete shipments that we make, you will feel that you are getting 50% more for your money than when you buy from other sources.

It will pay you to buy from us, no matter where you are located. Send us your orders for Machines and Records.

Our Stock of Victor, Edison and Zonophone Machines and Records is the Largest in the West

THE RUDOLPH WURLITZER CO.

CINCINNATI

CHICAGO

CONVENTION AFTERMATH.

Many Important Matters Attended to at the Meeting—Cash and Instalment Business Discussed—Membership Doubled—Those Present at the Various Gatherings.

The meeting of the Eastern Talking Machine Jobbers' Association, which was held in Philadelphia last month, just as The World was closing its last form, was the most successful held in the history of the Association. The aftermath of the meeting is interesting from many points of view, as some of the published reports do not

ern Talking Machine Co., Boston. J. Newcomb Blackman, proprietor of the Blackman Talking Machine Co. ("the white blackman," as he is called) was appointed a committee of one to furnish the press with the proper information.

At the banquet President Andrews acted as toastmaster, and in the informal speeches made by the members the best of feeling was expressed for the manufacturing companies averring all the interests would work in harmony. Outside of the remarks made by Louis F. Geissler, general manager, and C. M. Brown, advertising manager, the remainder of the Victor Co. officials present, including Bert Middleton, secre-

evidence, and his horseless automobile trip in Camden to the factory from the ferry and various other incidents were characteristic.

The following new members were elected at the meeting: Iver Johnson, of the Iver Johnson Sporting Goods Co., Boston, Mass.; Pittsburg Phonograph Co., Pittsburg, Pa.; Texas Phonograph Co., Houston, Texas; J. Samuels & Bro., Providence, R. I.; W. D. Wilmot, Fall River, Mass.; W. D. Estes, Lewiston, Me. Since the convention another application has been filed, which makes the total membership 62, of which over thirty-five were represented at Philadelphia. The following is the official roster, including the



MEMBERS OF EASTERN JOBBERS' ASSOCIATION, SNAPPED IN FRONT OF VICTOR CO.'S FACTORY, AT CAMDEN, N. J.

First row (sitting from right to left).—Louis F. Geissler, Victor H. Rapke, James Landay, S. B. Davega, W. D. Andrews, J. N. Blackman, A. P. Petit, James Keane O'Dea, G. T. Williams, H. C. Brown. Second row (from right to left)—Clinton G. Price, Homer S. Price, Henry E. Marschalk, I. Davega, Jr., Louis Buehu, H. F. Miller, Louis Jay Gerson, J. P. Kelsey, Chas. B. Bayly, Adolph Weiss. Third row (from right to left).—C. E. Collins, John Rose, J. L. Wagoner, Thos. Wardell, E. E. Buehn, W. M. Davis, R. M. Morris, H. G. Lewis, A. Wm. Toennies, W. B. Fulghum, Geo. D. Ornstein. Fourth row (from right to left)—C. V. Henkel, A. W. Barkelow, W. Werner, Jos. Sonfield, H. Koch, H. J. Shartle, Carl A. Droop, H. A. Weyman, A. C. Villard, C. N. Andrews, L. Lambert, Clement Beecroft, E. K. Smith.

represent the true feeling that prevailed at the session or the action recorded. The general feeling, as outlined at the banquet on Thursday evening, April 11, being that the organization was not presenting propositions emanating from a "big stick" source, but one of suggestion only, fostering a mutual feeling of interest between the manufacturers and jobbers, as one member expressed it, the manufacturing companies were a trust, but not a trust. That if a record was sold for \$6 it was an article of luxury, that no one was compelled to buy, but in which full value was rendered to the willing purchaser. The association has doubled its membership in a year—from 30 to 62—with other applications pending.

The association adopted suitable resolutions embodying the views of the members regarding the cash and instalment proposition, and the cutting out and the exchange of records, which are to be presented to the manufacturers for their consideration. The suggested plan of returning defective records was also discussed, and resolutions covering the ideas of the organization were presented and disposed of in a suggestive way only. The committee appointed by President Andrews to carry out these resolutions were: National Phonograph Co.: C. V. Henkel, president and general manager of the Douglas Phonograph Co., New York; H. L. Ellenberger, of Pardee-Ellenberger Co., New Haven, Conn.; Louis Buehn, of Buehn Bros., Philadelphia, Pa. Columbia Phonograph Co., General; Benj. Switky; Herbert T. Lewis, Lewis Talking Machine Co., Philadelphia; C. N. Leng, of John S. Leng's Sons & Co., New York. Victor Talking Machine Co.: Henry E. Marschalk, of the Musical Echo Co., Philadelphia; J. T. Williams, of the Victor Distributing & Export Co., New York; E. F. Taft, of the East-

tary, and George H. Ornstein, sales manager, were excused on account of their modesty as public speakers. Mr. Geissler added to his reputation as a good fellow when telling a number of stories in German dialect at the Down Town Club luncheon. Naturally Victor H. Rapke was in

above: F. K. Dolbeer (honorary), National Phonograph Co., New York; Oliver Jones (honorary), Victor Talking Machine Co., Camden, N. J.; American Phonograph Co., Gloversville, N. Y.; American Talking Machine Co., Brooklyn, N. Y.; W. D. Andrews, Syracuse, N. Y.; G. C.

Mr. Dealer.

Have you ever been caught short on your Edison Records and found that your Jobber could not help you out?

Have you ever lost a sale in consequence? Then you can appreciate the value of doing business with a Jobber who can fill your orders promptly.

We are the largest exclusive Edison Jobbers in the East, and carry the most extensive line of Edison Machines, Records and Supplies.

We guarantee immediate shipment of all orders.

ECLIPSE PHONOGRAPH CO.
203 Washington Street HOBOKEN, N. J.

Ashbach, Allentown, Pa.; Theodore F. Bentel Co., Pittsburg, Pa.; Bettini Phonograph Co., New York; Blackman Talking Machine Co., New York; J. F. Blackman & Son, New York; Sol Bloom, New York; Frank E. Bolway, Oswego, N. Y.; Boston Cycle & Sundry Co., Boston, Mass.; S. B. Davega, New York; I. Davega, Jr., New York; Douglas Phonograph Co., New York; Eastern Talking Machine Co., Boston, Mass.; Eclipse Phonograph Co., Hoboken, N. J.; Edisonia Co., Newark, N. J.; Flint & Brickett Co., Springfield, Mass.; Forsyth & Davis, Kingston, N. Y.; J. A. Foster Co., Providence, R. I.; William Harrison, Utica, N. Y.; Jacot Music Box Co., New York; James K. O'Dea, Paterson, N. J.; Pardee-Ellenberger Co., New Haven, Conn.; Penn Phonograph Co., Philadelphia, Pa.; Powers & Henry Co., Pittsburg, Pa.; Victor H. Rapke Co., New York; Stanley & Pearsall, New York; Benj. Switky, New York; Talking Machine Co., Rochester, N. Y.; Victor Distributing & Export Co., New York; John Wanamaker, New York; Thomas Wardell, Lowell, Mass.; Alfred Weiss, New York; William Werner, Easton, Pa.; Western Talking Machine Co., Philadelphia, Pa.; Musical Echo Co., Philadelphia, Pa.; H. A. Weyman & Son, Philadelphia, Pa.; Louis Buehn & Bro., Philadelphia, Pa.; Landay Bros., New York; John S. Lengs' Sons & Co., New York; Kirtland Bros. & Co., New York; C. B. Haynes & Co., Richmond, Va.; W. D. Andrews, Buffalo, N. Y.; A. J. Denninger, Rochester, N. Y.; John Rose, Astoria, N. Y.; Regina Co., New York; E. F. Droop & Sons Co., Washington, D. C.; Finch & Hahn, Schenectady, N. Y.; S. Kahn Sons & Co., Washington, D. C.; Lewis Talking Machine Co., Philadelphia, Pa.; W. H. Ross & Son, Portland, Me.; Price Phonograph Co., Albany, N. Y.; Neal, Clark & Neal Co., Buffalo, N. Y.

Among the guests at the various functions were: B. G. Royal, president of the Universal Talking Machine Manufacturing Co., Newark, N. J., who proved himself a royal good fellow all around; Clement Beecroft, manager of sales of the Tea Tray Co., of the same attractive city, with whom particular care was taken that of the flowered crockery placed before him at the various spreads, a certificate of "baked on" accompanied the outfit.

The next meeting of the association will be held in New York City, at one of the leading hotels, on July 29, when the annual election of officers will take place.

The Vine Co., Des Moines, Ia., have removed from 808 West Walnut to 204 Seventh street, where larger premises have been leased.

ONE OF ST. LOUIS' PROGRESSIVE TALKING MACHINE CONCERNS.



The Silverstone Talking Machine Co., St. Louis, Mo., of which Mark Silverstone is president, is one of the most progressive talking machine concerns of that city. He started in business there on July 22, 1905, at 923 Olive street, as a dealer in Edison machines, and on account of increasing business he was forced to move into larger quarters on May 1, 1906. The concern now has a very spacious store at 1010 Olive street, containing over 2,500 square feet, and

equipped in a thoroughly modern manner. On November 24, 1907, they purchased the entire stock of the Western Talking Machine Co., paying cash for same, the latter company retiring from business. The company are now one of the most prosperous ones in this territory, and their business is rapidly increasing. Mr. Silverstone is not only a practical business man, but is an expert on mechanical construction, which has proved invaluable to him in the talking machine line.

GEO. T. STANDKE A HUSTLER.

Makes a Display That Attracts Public Attention in St. Joseph, Mo.

George T. Standke, manager of the St. Joseph, Mo., branch of the Columbia Phonograph Co., is a hustler of strenuous nature, with an all-abiding faith in his line of machines and records. If his company represent a certain article as having certain qualities, that's enough, he takes it upon himself to prove the fact to his customers in a most convincing way. When the new Marconi Velvet-tone records were first re-

ceived in St. Joseph, Mr. Standke took one of them and demonstrated to a large crowd its indestructible features. He slammed it on the pavement, jumped on it with both feet; then he picked it up and played handball with it, after which the record was placed on a machine and its tones reproduced without the least sign of injury. From the number of that style of record subsequently sold it would seem that the demonstration was most effective.

EXCHANGE OF OLD VICTOR RECORDS.

In order to retire the records made by Mme. Melba previous to the series made by her this spring, the Victor Talking Machine Co. recently made a very liberal exchange proposition to those dealers who still had the old records in stock. There are seventeen numbers in the old list, and the Victor Co. offered to accept them on a three for one basis, the offer closing on May 15. It was stipulated, however, that orders for new Melba records only should accompany the returns. As the new records are 40 per cent. lower in price than the old ones and full cost price was allowed on the latter the liberality of the exchange plan may be realized.

Jobbers expressed themselves as highly pleased with the Victor Co.'s position.

A new line of flower horns is being placed on the market by the Hawthorne & Sheble Manufacturing Co., of Philadelphia, which are termed wood-finish flower horns. These horns are made of metal so as to secure the best acoustic results, and are hand finished so as to resemble wood. It takes a critical examination to detect that they are metal, and their handsome appearance will undoubtedly result in their meeting with a favorable reception by the trade.

The Detroit, Mich., branch of the Columbia Phonograph Co. has been moved from 272 to 242 Woodward avenue, where the quarters have been handsomely decorated and fitted with sound-proof booths. The floor space of the new store is also much greater.

No Jobber in the United States can or will take better care of your

Victor, Edison and Columbia

RECORD AND MACHINE

orders than we will. If you are getting entire satisfaction where you now trade—stick! If not, and you have the cash—try us.

POWERS & HENRY CO.

101 Sixth Street

PITTSBURG, PENN.

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.

150 Tremont St., BOSTON, MASS.

SAINT LOUIS TALKING MACHINE CO.

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

KNIGHT MERCANTILE CO.

211 North 12th St., ST. LOUIS, MO.
ZON-O-PHONE JOBBERS
AND YOU GET every record same day; also NEEDLES, HORNS, CRANES, CABINETS, CASES.

Peter Bacigalupi & Sons

SAN FRANCISCO, CAL.
WHOLESALE 1021-23 Golden Gate Ave. RETAIL 1113-15 Fillmore St.

JOBBERS Edison, Zonophone
DEALER Victor

All Kinds of Automatic Musical Instruments and Slot Machines.

EDISON VICTOR JOBBERS DISTRIBUTORS

You Can Get Goods Here
Our wholesale depot is a mile from our retail store. Records are not mauled over for retail customers and then shipped out to dealers. Dealers buying from us get brand new goods just as they come from the factory.
McGREAL BROS., Milwaukee, Wis.

HARGER & BISH

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.

BABSON BROS.

304 WABASH AVENUE
CHICAGO, ILL.

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

LARGEST STOCK OF EDISON PHONOGRAPHS AND RECORDS in the U. S.

Have you a meritorious article you want "pushed" in Mexico? We are Edison jobbers; twenty years' experience in the country. Address

The WARNER DRUG CO.
Torreon, Coah., Mex.
Apartado 163

BENJ. SWITKY

Victor and Zonophone Distributor
Phone 665 Gramercy 27 E. 14th St., New York City

PITTSBURG PHONOGRAPH CO.

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

Southern California Music Co.

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

NEW ENGLAND JOBBING HEADQUARTERS

EDISON AND VICTOR
Machines, Records and Supplies.
THE EASTERN TALKING MACHINE CO.
177 Tremont Street BOSTON, MASS.

Minnesota Phonograph Co.

ST. PAUL MINNEAPOLIS
37 E. 7th Street 518 Nicollet Avenue
Edison Phonographs and Records
ALL MACHINES, RECORDS AND SUPPLIES
Write for Prices on Supplies.
Orders filled same day as received.

KLEIN & HEFFELMAN CO.

Canton, OHIO.
Edison & Victor
MACHINES, RECORDS AND SUPPLIES
Quickest service and most complete stock in Ohio

Eclipse Phonograph Co.,

Hoboken, N. J.
Jobbers of Edison Phonographs and Records.
Best deliveries and largest stock in New Jersey

T. H. TOWELL, Pres. & Treas.

THE ECLIPSE MUSICAL COMPANY
JOBBER OF **EDISON PHONOGRAPHS, VICTOR TALKING MACHINES, RECORDS AND SUPPLIES.**
LARGEST STOCK, QUICKEST SERVICE. 714 Prospect Ave., Cleveland, O.

Jacot Music Box Co.,

39 Union Sq., New York.
Mira and Stella Music Boxes.
Edison and Victor Machines and Records.

JOHN F. ELLIS & CO.

WASHINGTON, D. C.
Distributor
VICTOR Talking Machines and RECORDS Wholesale and Retail
Largest Stock in the South

E. F. DROOP & SONS CO.

925 Pa. Avenue 109 N. Charles St.
WASHINGTON, D. C. BALTIMORE, Md.
Wholesale and Retail Distributors

Victor Talking Machines and Records

SELF-PLAYING PIANOS.
Catalogs and Prices on Application.
Pacific Coast Distributors
Sherman, Clay & Co., San Francisco, Los Angeles, Seattle.

PERRY B. WHITSIT L. M. WELLER

PERRY B. WHITSIT CO.,
213 South High Street, Columbus, Ohio.
Edison Phonographs and Records **JOBBERS** Victor Talking Machines and Records

Edison Phonographs

Victor Talking Machines
Southern Representatives for
Topham's Carrying Cases; Herzog's Record Cabinets; Searchlight, II. & S. Tea Tray and Standard Metal Co.'s Horns and Supplies.

SOL BLOOM

SOL BLOOM BUILDING
3 E. 42d Street, New York
VICTOR DISTRIBUTOR
EDISON JOBBERS

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

S. B. DAVEGA,

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

WEYMANN & SON

WHOLESALE DISTRIBUTORS
EDISON Talking Machines RECORDS & Supplies VICTOR

Place your name on our mailing list. We can interest you.

923 Market St., Philadelphia, Pa.

IF YOU'RE IN WESTERN MICHIGAN it will be money in your pocket to order

Victor Machines and Records
... of ...
JULIUS A. J. FRIEDRICH
30-32 Canal Street, Grand Rapids, Michigan
Our Motto: Quick Service and a Saving in Transportation Charges

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 June list.

Leading Jobbers of Talking Machines in America

Business Developers

SOLE IMPORTERS OF
**Low-Priced Cylinder
Phonographs**

IMMEDIATE DELIVERIES FROM
NEW YORK STOCK

THE EDWIN A. DENHAM COMPANY, Inc.
498-500 Broadway
LONDON NEW YORK BERLIN

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

THE OLDEST TALKING MACHINE HOUSE
IN PENNSYLVANIA
C. J. HEPPE & SON
1115-1117 Chestnut St.
PHILADELPHIA, PA.
EDISON and VICTOR A Stock that
GOODS and ALL ACCESSORIES is always
Complete

Lewis Talking Machine Co.
15 South 9th Street, Philadelphia, Pa.
Columbia Jobbers
SUPPLIES OF EVERY DESCRIPTION
Give us a trial on your next month's Record
order.

C. B. Haynes W. V. Youmans
C. B. HAYNES & CO.
Wholesale Distributors
Edison Phonographs and Records
All Supplies
602-604 E. Main St. RICHMOND, VA.

Paste This Where You Can Always See It!

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.

VICTOR and EDISON JOBBERS

Lyon & Healy
CHICAGO

KOHLER & CHASE

OAKLAND, - - CAL.

JOBBERS OF ZONOPHONES
—AND—
EDISON PHONOGRAPHS

WE claim Largest Stock and Best
Service, and are willing to
"SHOW YOU."

F. M. ATWOOD
160 N. MAIN STREET
MEMPHIS, TENN.
EDISON JOBBER

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

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 June list.

HOW A RECORD CAUSED TROUBLE.

A Young Man Becomes the Victim of a Rather Serious Joke Which Came Nearly Parting Him from His Loved One.

A cruel joke was perpetrated on a young man in New York recently, the results of which were much more serious than was the intention of the joker. Being employed in an office where a commercial machine was used, the joker conceived the idea of having the stenographer talk into the machine, giving the name of an old sweetheart of the victim, avowing undying love and breathing words of fond affection. To those listening to the recording the talk was immensely funny, but even then the dire results of its reproduction were unforeseen.

It so happened the young man kept his talking machine at the home of his fiance, and upon receiving the record, thought it would be a generous act to let her enjoy its contents with her.

Placing the record on the machine and starting it, he retired to the sofa, where his fair one was seated and placed his arm around her waist in approved fashion. She laid her head upon his manly shoulders and they settled down to enjoy the gift.

Everything was rosy while the record was giving forth preliminary squeaks, but when it

said, "Dearest, beloved Willie, it is your own little Irene who takes this means of again telling you the old, old story, etc.," he saw things in a minute. There was no head on his shoulder, his arm encircled a bunch of atmosphere, and a solitaire ring flung with all the strength of a furious woman struck him between the eyes.

Poor Willie was dumbfounded and began to think. What is it has no fury like a woman's wrath? Can it be hell?

Explanations were useless. He had been proven faithless, not by letter, but by word of mouth. Irene did not sound like Mary in the slightest, even when pronounced by a tongue-tied girl, and to explain the difference was up to him.

After two weeks of earnest pleading Willie was taken back on trial, and his ring again adorned Mary's finger, but after that heart-breaking episode when he got a strange record it was tried out in the private parlor of the nearest dealer.

And any girl who talks in a certain tone of voice is regarded with suspicion that savors of alarm, even if her name is not Irene.

CHAS. M. TUTTLE'S FINE STORE.

Charles M. Tuttle, who handles the Victor line at 177 Market street, Paterson, N. J., has quar-

ters of which he should be very proud. Comfort for his customers is one of the main considerations, and the store is arranged in a very home-like manner, with easy chairs, pictures, rugs, etc. He also has three sound-proof booths.

VISITED CUSTOMERS IN ROWBOAT

During the recent floods in the Pacific Coast section, L. D. Heater, a salesman for the Columbia Phonograph Co., of Portland, Ore., was held up on his trip by the rising water, which formed a lake and isolated several towns where customers of his were located. That fact did not feaze Mr. Heater, however, who procured a rowboat and visited the various small towns by that means, capturing several good orders thereby.

C. H. Wilson, general sales manager of the company, has had a dozen full-size photographs executed of the resolutions adopted by the Edison jobbers, during the historical entertainment in July last, and presented specifically to Thomas A. Edison, W. E. Gilmore, C. H. Wilson and F. K. Dolbeer. They are intended as presentation copies to the various heads of departments at the Edison plant in Orange, N. J.

According to the reports wafted across the big pond, R. G. Smyth, who handles the gramophone goods in Ireland and Scotland, is one of the most popular talking machine men in these historic abodes of the Gael.

The Elmira Arms Co., of Elmira, N. Y., are using space in the local papers to call attention to the very fine line of Edison records, which they are displaying. The series of concerts being given on Wednesday evenings in this connection, are largely attended.

A taper tone arm horn has lately been brought out by a Cleveland, O., inventor for the Edison machines. An effort is being made to have the National Phonograph Co. adopt it officially. Also there are other horns of different construction that are candidates for the same honor.

OPENS AND SHUTS



GOES IN THE HORN

The Mello-Tone Attachment

Makes a Musical Instrument of a Talking Machine or Phonograph and is adapted to either the Cylinder or Disc Machine. ☞ Can be regulated while record is being played—from full volume with shuttle open to mellow tone when closed. ☞ Does away with the scratch and blast of the record and eliminates the metallic sound of the metal horn. ☞ Sample, with terms and prices to dealers. **Retail, \$1.00 Each.**

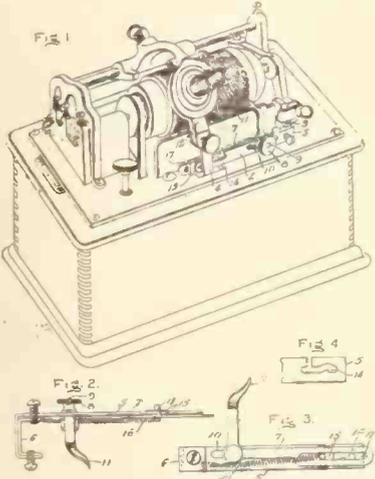
MELLO-TONE CO., - Springfield, Mass.

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Specially prepared for The Talking Machine World.)
Washington, D. C., May 6, 1907.

STOP MECHANISM FOR PHONOGRAPHS. Charles Otzen, Schenectady, N. Y. Patent No. 849,852.

This invention relates to an automatic stop mechanism for phonographs whereby the motor is brought to a state of rest at a predetermined point of travel of the reproducer. By its use the relative movement between the reproducer and record may be arrested automatically and without thought upon the part of the operator before the end of the record is reached, thereby preventing unnecessary unwinding of the motor

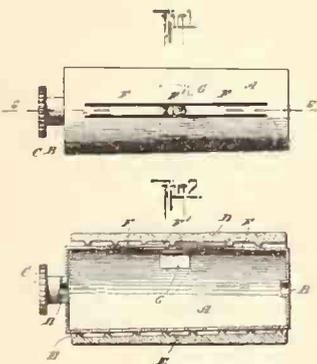


spring and the reproducer from riding off of the record onto the cylinder drum and causing injury to the stylus of the reproducer.

Referring to the accompanying drawings, which form a part of this specification, Fig. 1 is a perspective view of a phonograph to which is attached an automatic stop mechanism. Fig. 2 is a plan view of the stop mechanism. Fig. 3 is a rear elevation of the same, and Fig. 4 is a partial rear detail of the stop mechanism carrier or support, showing the shouldered slot which receives the starting lever button.

MANDREL FOR TALKING MACHINES. Henry Koch, Rahway, N. J., assignor to the Regina Co., same place. Patent No. 849,404.

This invention relates to mandrels for supporting cylindrical talking machine records, and has



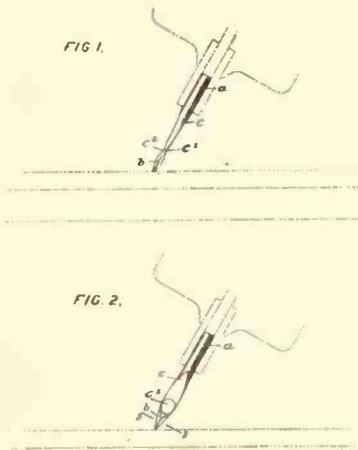
for its object to provide such mandrels with means for preventing the cracking or destruction of such records when they are left in position on said mandrels for any length of time.

Reference is to be had to the accompanying drawings, in which Fig. 1 is an outside view of my improved mandrel, and Fig. 2 is a section thereof on line 2 2 of Fig. 1, showing the record in position.

NEEDLE FOR GRAPHOPHONES AND THE LIKE. Fred Petmecky, Austin, Tex., assignor to H. E. Thompson, New York, N. Y. Patent No. 849,425.

This invention relates to improvements in needles or styluses for graphophones and machines of that character, the principal objects being to provide for modifying the tone produced and to provide for increasing the durability of the needle. The first of these objects is attained by modifying the form of the body of the needle in such a manner as to permit vibrations in a certain manner, and the latter is provided for by producing a point of a new form, which, when used on one side, will cause a sharpened point to appear on the other, thus permitting the needle to be reversed after each operation and leaving a sharpened point ready for the next operation.

When using needles of an oval cross-section on disc machines, the surface which comes in contact with the record is worn off in a short time, and a new needle has to be substituted for practically every record which is to be operated upon. If the expedient of turning the needle over is employed, it is found that the wear of the record on the point has produced burrs upon the



other side, which prevent its being used in that manner. Needles are also usually made with a practically uniform cross-section from the shank to the point. This does not permit sufficient vibration. In order to produce a fine tone, it has been discovered that it is desirable to reduce the cross-section of the needle in a position just above the point, so that while the point itself is rigid it is supported by a flexible section of a certain degree of motion. While a flattened shank has been employed for an unknown purpose, the inventor claims to be the first to produce a needle or stylus of this character having a flattened portion located in exactly this position.

Fig. 1 is a side elevation of a stylus constructed in accordance with the principle of this in-

vention, showing how it is used to produce a loud tone. Fig. 2 is a similar view showing how the needle is used to produce a soft tone. Fig. 3 is a sectional view on the line 3 3 of Fig. 2. Fig. 4 is an elevation of the needle as it appears after the point is worn by use. Fig. 5 is a similar view, showing the needle when reversed and ready to commence operations again.

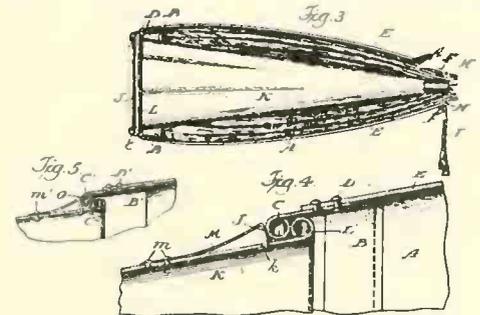
FOLDING HORN. Otto Kraus, New York, N. Y. Patent No. 850,375.

This invention relates to improved amplifying horns for phonograph or similar instruments,

and all other sound-distributing devices, and the construction of the device is such that the horn may be instantly folded by the release of said cord.

There are other important features in connection with this invention, which, besides those alluded to, are

clearly set forth in the subsequent detailed description. Figure 1 is a perspective view of the horn, showing same in its open or expanded position. Fig. 2 is a longitudinal section of the horn when expanded, showing the reduced and conical-shaped portion disconnected from the collapsible part of the horn. Fig. 3 is a longitudinal section of the horn when folded. Fig. 4 is a longitudinal section showing the connecting device of the two main sections of the horn on an enlarged scale. Fig. 5 is a modification showing

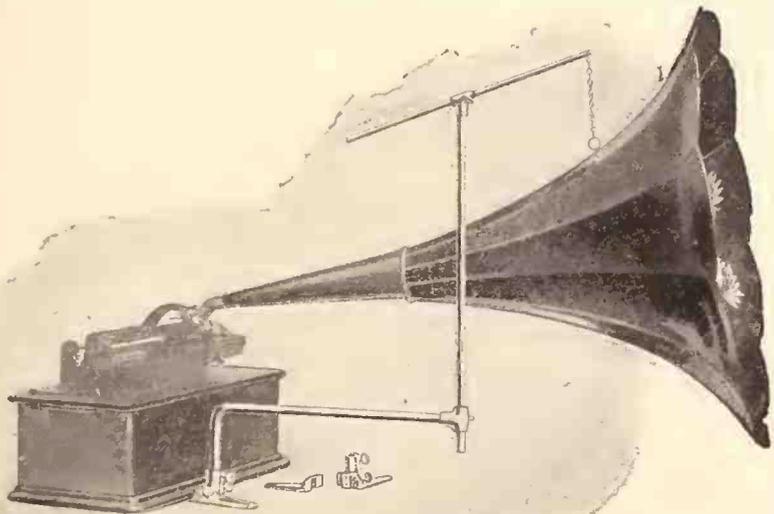


how the flexible fabric of the horn may be fastened to the metallic sleeve. Fig. 6 is a detailed view showing part of a spring and its eyelet with the fabric and the cord in section. Fig. 7 is a detailed and partial sectional view of the parts described in Fig. 6.

PHONOGRAM. Walter C. Runce, Camden, N. J., assignor to International Royal Phone Co., Boston, Mass. Patent No. 850,256.

This invention relates to phonograms in which the sound-record is impressed on a flexible record film which is distended and supported on a detachable sleeve adapted to engage the ordinary graphophone mandrel. One object is to so construct the sleeve that it will be self-sustaining and capable of uniform radial expansion. Another object is to reduce the weight and facilitate the storage and transportation of the record

THE PARDELL CRANE

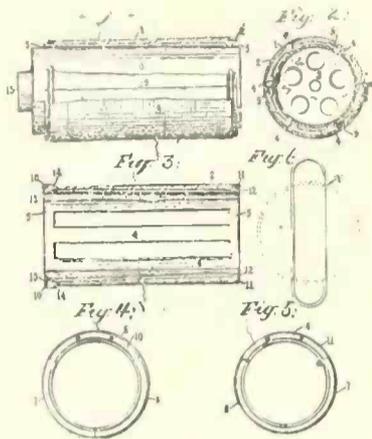


- ☞ This crane has advantages offered by no other on the market.
- ☞ Widest latitude of adjustment.
- ☞ Perfect rigidity insured as one section of the base is permanently secured to the machine.
- ☞ Will not mar the cabinet in the slightest degree.
- ☞ Can be used on any make of machine.

SPECIAL DISCOUNT FOR JOBBERS AND DEALERS

The Pardee-Ellenberger Co., NEW HAVEN, CONN.

film and to eliminate breakage thereof. Another object is to provide mechanism by which the record surface will run concentrically with the mandrel shaft and true with respect to the producer. These objects are attained in the manner shown in the accompanying drawings, in which Fig. 1 is a view, partly in section, of improved phonogram on a mandrel; Fig. 2, a sectional view of the structure of Fig. 1; Fig. 3, a



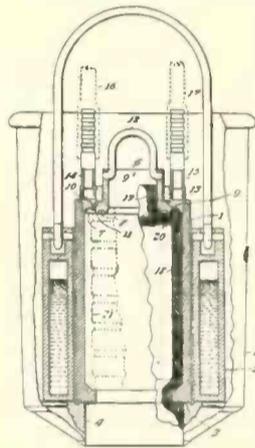
sectional view of a modification of the structure of Fig. 1; Figs. 4 and 5, views of the ends of the structure of Fig. 3, and Fig. 6 is an edge view of the improved record film, indicating the manner in which it may be collapsed for storage.

PRODUCTION OF PHONOGRAPHIC SOUND RECORDS. William F. Nehr, West Orange, N. J., assignor to New Jersey Patent Co., same place. Patent No. 850,957.

This invention relates to the molding of phonographic sound records, and more particularly to a molding process described and claimed in United States Letters Patent No. 683,615, dated October 1, 1901, to Miller and Aylsworth, wherein a tubular mold is caused to descend into a bath of molten material, which fills the same and coagulates upon its interior in a coating or layer which adheres to the same while the mold is lifted out of the bath, after which the record may be finished upon its interior surface and removed from the mold by radial contraction or shrinkage. Heretofore in producing records according to this process it has not been possible to mold the upper end of the record to the shape desired in the finished article, the practice being to form a rough end, which must afterward be removed in any suitable manner, as by a cutter or trimmer of any suitable description.

This invention has for its object the provision of a process whereby such upper end may be molded into a form suitable for the finished article—that is, a surface which will present a smooth and polished appearance, and which will be free from depressions, elevations, discolora-

tions and all forms of roughness or irregularity. With this end in view the inventor has made a large number of experiments to obtain a mold-cap which, when placed upon a tubular coreless mold, will be capable of molding the upper end of the sound record in the manner referred to for an indefinite number of operations. From these experiments it has been determined that the mold-cap should have a concave surface, the outer edge of which during molding operation adjoins and forms a continuation of the bore of the mold. Preferably the body of the mold should extend above at least the lower part of said concave surface, so that when the cap is removed from the mold the molded end of the record, or that portion which forms the end after the reaming operation, will be protected by the mold against accidental injury during the handling of the same prior to the removal of the finished article from the mold. It is also determined that the said concave surface may be of such form as to entrap a portion of the air contained in the bore of the mold as the same descends into the molten material, in which case the air is permitted to escape through air-holes extending through the body of the mold-cap.



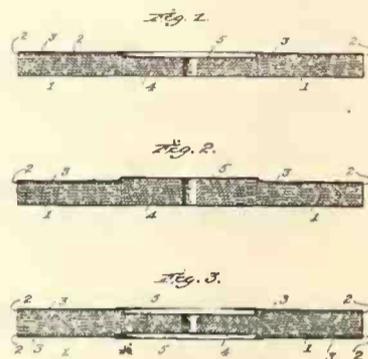
and also that the mold-cap should be kept cool during the molding operation, as by providing the same with a water-jacket.

Reference is hereby made to the accompanying drawing, which is a vertical section showing a mold supported in a mold carrier and surrounded by a water-jacket in the usual manner and provided with a cap constructed in accordance with this invention.

GRAMOPHONE RECORD TABLET. Joseph Sanders, Washington, D. C. Patent No. 850,494.

This invention has reference to improvements in gramophone record tablets, one of the objects of the improvement being to cheapen the manufacture of such tablets by saving a considerable percentage of the costly gramophone record material which is used in the manufacture of the same.

Gramophone record tablets are universally made in disc form, with a spiral record groove impressed either in one or on both sides of the tablet, and it has generally been the practice to either depress or elevate the central portion of the tablet, which contains no record groove, and to secure to that central portion a label bearing the name of the manufacturer, a legend descriptive of the piece of music, song or speech that is recorded on the tablet and perchance also other information for the user. This label, which is ordinarily a disc of paper having a distinctive color or print, usually extends over the edge of the depressed or elevated blank center of the record tablet. Heretofore such record tablets were made of a solid body of record material, which is very expensive, and the depression or elevation in the blank center was produced in the act of impressing the record groove.

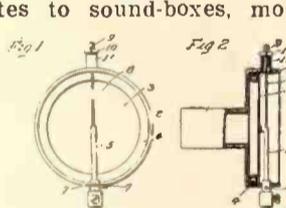


When the tablet was made with a depressed center, a thin disc of steel or other metal was placed in the center of the record matrix and of a thickness corresponding to the depth of the depression which the tablet was to have. When the tablet was made with a raised blank center, the central part of the matrix was turned out to the requisite depth. In both cases, but particularly when the center was made depressed, every part of the tablet had to be subjected to the same uniform pressure, and this pressure must, in the nature of the case, be very great, amounting to as much as two thousand pounds per square inch. Now the depressed or elevated portion of the tablet represents about one-fifth of the total area of the tablet, and one of the objects of the invention is to save the pressure which heretofore was expended upon this blank part of the tablet.

Figs. 1, 2, 3 represent cross-sections of record-tablets constructed in accordance with this invention, the vertical scale of the drawings being largely very exaggerated for the sake of clearness of illustration.

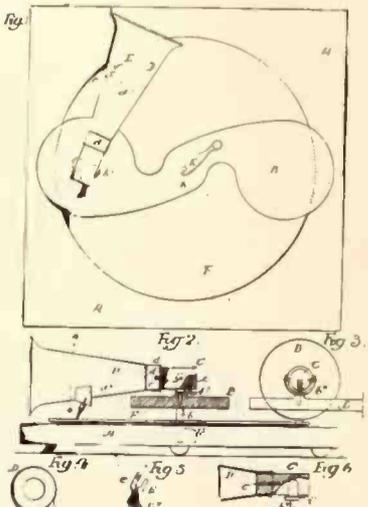
SOUND-BOX. Edward D. Gleason, Philadelphia, Pa., assignor to the Victor Talking Machine Co., Camden, N. J. Patent No. 850,883.

This invention relates to sound-boxes, more particularly to that class of the same in which the stylus is tensioned on its bearings. The object is to provide the stylus lever with an elastic connection or mounting whereby a certain amount of tension will always be imparted to the diaphragm, and better results in reproduction will be attained than when such elastic connection or mounting is not provided. In the accompanying drawings, Fig. 1 is a front view of sound box and Fig. 2 is a sectional view of the same.



TALKING MACHINE. Edward T. Palmer, Philadelphia, Pa., assignor of one-half to Louis I. Matthews, same place. Patent No. 851,311.

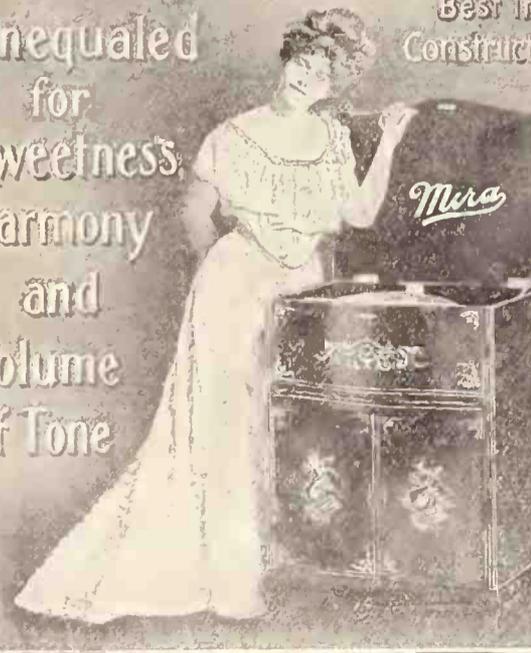
One object of this invention is to provide a sound recording and reproducing machine in which the stylus and its supporting member shall be revolvably supported relatively to a stationary record, which may be of the ordinary disc type. It is further desired to provide a de-



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 SHERMAN, CLAY & CO., San Fran., Cal.
 SHERMAN, CLAY & CO., Oakland, Cal.
 SHERMAN, CLAY & CO., Seattle, Wash.
 OLIVER PITSON CO., Boston, Mass.
 J. E. DITSON & CO., Philadelphia, Pa.
 C. H. DITSON & CO., New York.
 JOHN WANAMAKER, New York.
 JOHN WANAMAKER, Philadelphia, Pa.
 MACKIE PIANO & ORGAN CO., Rochester, N. Y.
 DENTON, COTTIER & DANIELS, Buffalo, N. Y.
 S. HAMILTON, Pittsburg, Pa.
 KRELL PIANO CO., Cincinnati, O.
 APRIN & LENOX, Indianapolis, Ind.
 FINZER & HAMMEL, Louisville, Kentucky.
 O. K. HOUCK PIANO CO., St. Louis, Mo.
 A. HOSPE, Jr., Omaha, Neb.
 S. KANN SONS & CO., Washington, D. C.

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vice commonly known as a "talking machine," especially designed for use with records of the disc form, which shall have but few parts and these of a relatively simple and inexpensive nature, and which will not easily get out of order.

Fig. 1 is a plan view of the machine made in accordance with this invention; Fig. 2 is a side elevation, partly in section, of the device shown in Fig. 1; Fig. 3 is an end view; Fig. 4 is a sectional view on the line 4-4, Fig. 2; Fig. 5 is a perspective view of the stylus, and Figs. 6 and 7 are views of a modification.

TALKER AS SIDE LINE.

Well Known Dubuque Firm Issues Clever Booklet Setting Forth the Advantages of the Talking Machine as a Business Getter and Profit Maker.

There is a firm of talking machine jobbers out in Iowa who have gotten out a very clever little booklet, entitled "The Talking Machine as a Side Line, and How to Make It Pay." This concern is Harger & Blish, who are widely known as progressive and enterprising talking machine men. They have built up a splendid business throughout their section of the country, and this book contains a lot of information which is valuable to dealers. It tells of the possibilities of the talking machine, how to handle it and all about its profits. Here is an excerpt taken from its pages, showing the "advantages of selling on the instalment plan":

- 1st. It is the means of selling higher priced outfits.
- 2d. It is the quickest way of getting machines out to the trade and securing an immediate demand for records.
- 3d. The profits from this premature demand will guarantee to dealers the cost of the machine. Any loss that they might sustain on the original outfit would be paid back by the demand it has created for records.
- 4th. It is the means of appealing not only to the *classes* but to the *masses*. In other words, to those who *would not*, or *could not* purchase goods on a cash basis.
- 5th. It is the means of advertising and reaping substantial results therefrom.
- 6th. Ninety per cent. of the trade prefer to buy on the instalment plan, and ninety per cent. of the novelties are offered on this basis.
- 7th. On the instalment plan the machine is the dealers' until paid for, and on an open account it is the consumer's when delivered.
- 8th. References that would justify you shipping on the instalment plan would also receive your consideration on an open account.
- 9th. On the instalment plan the consumer agrees to pay at a specified time, on an open account he pays when he chooses, and he usually chooses to pay none too soon.
- 10th. The whole thing is summoned down to the point where it is clearly shown that *risks are on the purchaser and not on the amount purchased*, and on the instalment system the protection for the dealer is as great as the benefits are for the consumer.

TEN COMMERCIAL OUTFITS

Purchased by the Bureau of Forestry from the Columbia Phonograph Co.—Various Government Bureaus to be Equipped With Commercial Outfits Owing to a Shortage of Stenographers in the Government Service.

A letter received this week by J. W. Binder, the manager of the commercial department of the Columbia Phonograph Co., from the Bureau of Forestry, announces that they have decided to put in ten commercial outfits. This is the first of a series of orders that will be given Mr. Binder to equip the various government bureaus. At the present time the Interstate Commerce Commission is using forty-three commercial machines, sending them with operators to all parts of the country. There is at the present time a great shortage of stenographers in the government service, and for that reason it has been decided to purchase a large number of these commercial machines.

W. J. De Jough, formerly agent for the Columbia Phonograph Co. in Janesville, Wis., pleaded guilty to the charge of embezzling \$300 and was sentenced to one year in the State Prison. He claimed to have at one time been a soldier of fortune and blamed his troubles on a woman—an old story.

RECORD BULLETINS FOR JUNE, 1907.

NEW EDISON GOLD MOULDED RECORDS.

Edison Gold Moulded Records are made only in Standard Size. Both Standard and Concert Records may be ordered from this list. Order by number, not title. If Concert Records are wanted, give the number and letter C.

9554	Golden Rod Intermezzo (McKinley).....	Edison Concert Band
9555	With You in Eternity (Solman).....	Irving Gillette
9556	Cavalleria Rusticana—Intermezzo (Mas-	Edith Helena
	cagni).....	Vess L. Ossman
9557	Pretzel Pete (Durand).....	Billy Murray
9558	In Washington (Hoffman).....	Reed Bird (The Indian's Bride) (Reed).....
9559	Reed Bird (The Indian's Bride) (Reed).....	Collins and Harlan
9560	It's a Long Way Back to Dear Old Mother's Knee (Mohr).....	W. H. Thompson
9561	The Telescope March (Seltzer).....	Edison Military Band
9562	School Days (Cobb and Edwards).....	Byron G. Harlan and Chorus
9563	Sometime We'll Understand (Granahan).....	Anthony and Harrison
9564	Mrs. Clancy and the Street Musicians (Original).....	Edison Vaudeville Co.
9565	The Dreamer Waltz (Keith).....	Edison Symphony Orchestra
9566	Monte Cristo (Snyder).....	Bob Roberts
9567	In the Wildwood Where the Blue Bells Grew (Taylor).....	Harlan and Stanley
9568	You'll Have to Get Off and Walk (Reed).....	Will F. Denny
9569	Petite Tonkinoise (Scotto).....	Edison Concert Band
9570	Ephraim Johnson (Greene and Werner).....	Arthur Collins
9571	The Last Rose of Summer is the Sweetest Song of All (Sidney).....	Harry Anthony
9572	Becky and Izzy (Original).....	Ada Jones and Len Spencer
9573	Dainty Dames (Blake).....	Albert Benzler
9574	Lulu and Her La, La, La (Von Tilzer).....	Helen Trix
9575	Flanagan's Married Life (Original).....	Steve Porter
9576	The Land League Band (J. W. Kelly).....	J. W. Myers
9577	Poor John Medley (Original).....	Edison Military Band

NEW VICTOR RECORDS.

No.		Size.
ARTHUR PRYOR'S BAND.		
5126	New Colonial March.....	Hall 10
31634	Forza del Destino Overture (Forc of Destiny).....	Verdi 12
31635	Manon Lescant—Intermezzo.....	Puccini 12
SOUSA'S BAND.		
5035	A Shady Lane—Intermezzo.....	Eugene 10
VICTOR ORCHESTRA.		
5111	Hermosillo—Intermezzo-Mexicana.....	Schuh 10
5114	Os-ka-loo-sa-loo (Indian Intermezzo).....	Sawyer 10
31630	Hippodrome Hits.....	Klein 12
31631	Madam Butterfly Selection.....	Puccini 12
VICTOR DANCE ORCHESTRA.		
31632	"Bob's Favorite" Virginia Reel.....	Benner 12
VICTOR DRUM, FIFE AND BUGLE CORPS.		
5110	Second Regiment N. G. N. J. March.....	Winkler 10
TENOR SOLOS BY HARRY MACDONOUGH, WITH ORCH.		
6102	All Through the Night.....	Welsh Air 10
5121	The Tale the Church Bells Told.....	Williams-Van Alstyne 10
TENOR SOLO BY FREDERICK C. FREEMANTEL, WITH ORCH.		
5104	Jesus Saviour, Pilot Me.....	Gould 10
"COON" SONGS BY CLARICE VANCE, WITH ORCH.		
5118	I'd Rather Two-Step Than Waltz. Bill. Burt	10
5119	Yo' Eyes Are Open, but You're Sonnd Asleep.....	Smith 10
CONTRALTO SOLO BY MISS CORINNE MORGAN, WITH ORCH.		
31629	Dreams.....	Strelczki 12

COMIC SONGS BY BILLY MURRAY, WITH ORCH.		
5084	You Can Have Broadway.....	Cohan 10
5123	No Wedding Bells for Me.....	Moran-Hicelan 10
5124	He Goes to Church on Sunday.....	10
COMIC SONG BY ARTHUR COLLINS, WITH ORCH.		
5105	When a Poor Relation Comes to Town.....	Kendis-Taley 10
COMIC SONGS BY BURT SHEPARD, WITH ORCH.		
5106	Hi! Johnny, Who's Your Tailor?.....	Wincott 10
5107	If There Hadn't Been an Apple on the Tree.....	Mills-Scott 10
DUETS BY COLLINS AND HARLAN, WITH ORCH.		
5116	Bake dat Chicken Pie.....	Dumont 10
5117	If You Want to Pick a Fuss, Wait Till the Sun Shines.....	Morgan-Furth 10
YANKEE SPECIALTY BY MR. AND MRS. CAL STEWART.		
5103	Uncle Josh and Aunt Nancy in the Subway.....	10
DESCRIPTIVE SPECIALTY BY MISS JONES AND MR. SPENCER.		
5112	Pedro, the Hand Organ Man.....	10
MINSTREL RECORD.		
6122	Christy Minstrels No. 3—Introducing "Good-Bye, New York Town" and "My Creole Saidee".....	10
VICTOR ORCHESTRA.		
5108	American Republic March.....	Thiele 8
5113	Lucia—From "Neptune's Daughter" (with bell solo by Chapman).....	Klein 8
COMIC SONG BY CLARICE VANCE, WITH ORCH.		
5120	Maria.....	Gumble-Williams 8
SORPRANO SOLO BY ELISE STEVENSON, WITH ORCH.		
5109	When the Swallows Homeward Fly.....	Abt 8
DESCRIPTIVE SPECIALTY BY MISS JONES AND MR. SPENCER, WITH ORCH.		
4550	Fritz and Louisa.....	8
YANKEE TALK BY CAL STEWART.		
664	Uncle Josh's Trip to Coney Island.....	8

NEW RED SEAL RECORDS.

DUET BY CARUSO, TENOR; ANCONA, BARITONE.		
89007	L'escatori di Perle (Pearl Fishers) Del tempio al limitar.....	Bizet 12
BESSIE ABOTT, SOPRANO.		
87007	Romeo et Juliette—Valse (Juliet's Waltz Song).....	Gounod 10
88084	Lakue—Bell Song (Ou va la jeune Hindoue).....	Delibes 12
ANTONIO SCOTTI, BARITONE.		
8082	Otello—Brindisi, "Inaffia l'ugola" (Drink-ing Song—Let me the Cannakin Clink!).....	Verdi 12
88083	Marie—Neapolitan Song.....	Mari 12
CHARLES DALMORES, TENOR.		
85121	Romeo et Juliette—Cavatine (Fairest Sun, Arise!).....	Gounod 12
85122	Carmen—Air de la fleur (Flower Song).....	Bizet 12
POL PLANCON, BASS.		
81087	Damnation de Faust—Chanson de la puce (Song of the Flea) in French.....	Berlioz 10
81086	Marta—Canzone del porter (Porter Song from Martha) in Italian.....	Flotow 10
85117	Damnation de Faust—Voici des roses (Mid Banks of Roses).....	Berlioz 12
85116	Don Carlos—Elle ne m'aime pas (Her Love Was Never Mine).....	Verdi 12
85119	Le Cid—Air du Tambour Major.....	Thomas 12

NEW ZON-O-PHONE 10-INCH RECORDS.

ZONOPHONE CONCERT BAND.		
751	Brooke's Chicago Marine Band March.....	
752	Dance of the Nile Maidens.....	
753	Freaks of Blackville—March and Two-Step.....	
754	Gen. Mixup U. S. A.—Characteristic March..	
755	Siamese Guard Mount—Characteristic Patrol (Siameische Wachtparade).....	
756	Won't You Come Over to My House?—Medley Waltz.....	
HAGER'S ORCHESTRA.		
769	Gold and Silver Waltz.....	
758	Mexicon-issimo—Intermezzo.....	



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Indianapolis, Ind., U. S. A.

- 759 Peaches and Cream—A Delectable Rag.....
 760 Parisian Model—Medley Two-Step.....
 ACCORDEON SOLO BY J. J. KIMMEL.
 761 American Polka.....
 BANJO SOLO BY VESS L. OSSMAN, WITH ORCH. ACCOMP.
 762 Donnybrook Fair.....
 FLUTE AND CLARINET DUET BY MESSRS. MAZZIOTTA
 AND RUSSINELLI, WITH ORCH. ACCOMP.
 757 The Merry Lark—A Joyous Flight.....
 VOCAL SELECTIONS WITH ORCH. ACCOMP.
 773 Becky and Izzy—Yiddish Courtship.....
 Ada Jones and Len Spencer
 763 Calvary—Gospel Hymn.....
 Frank C. Stanley and Henry Burr
 764 Come Rise With the Lark.....
 Joe Belmont and Peerless Quartet
 765 Cross Your Heart.....
 Miss Alice Stevenson and Mr. Frank C. Stanley
 774 Ephraim Johnson.....
 Arthur Collins
 766 He Leadeth Me—Sacred Selection.....
 Frank C. Stanley
 772 Henry—Coon Vaudeville Sketch.....
 Ada Jones and Len Spencer
 770 If You Want to Pick a Fuss, Wait Till the
 Sun Shines.....
 Collins and Harlan
 775 Lovin' Time.....
 Collins and Harlan
 771 Man Without a Woman.....
 Billy Murray
 767 You Can't Give Your Heart to Somebody Else
 and Still Hold Hands With Me.....
 Ada Jones and Billy Murray
 768 Uncle Josh's Trip to Coney Island.....
 Cal Stewart

NEW COLUMBIA XP. (CYL.) RECORDS.

- SOPRANO SOLO, ORCH. ACCOMP.
 33131 Poor John (Leigh and Pether). Miss Ada Jones
 33132 Medley of Vesta Victoria's Songs (Arranged
 by C. A. Prince) Introducing "Waiting
 at the Church," "It's All Right in the
 Summer-time," "All About Town," "Poor
 John.".....
 Prince's Orchestra
 BANJO SOLO, ORCH. ACCOMP.
 33133 Maple Leaf Rag (Scott Joplin). Vess L. Ossman
 XYLOPHONE SOLO, ORCH. ACCOMP.
 33134 Dixie Blossoms—Characteristic March and
 Two-step (Percy Wendrick). Thomas Mills
 BARITONE AND TENOR DUET, ORCH. ACCOMP.
 33135 Under His Wings—Sacred (Ira D. San-
 key).....
 Anthony and Harrison
 BARITONE SOLO, ORCH. ACCOMP.
 33136 Hot Corn—Coon Song (John P. Hogan).
 Arthur Collins
 BARITONE SOLO, ORCH. ACCOMP.
 33137 Oh, Mister Brown—Coon Song (Harry Von
 Tilzer).....
 Arthur Collins
 BARITONE SOLO, ORCH. ACCOMP.
 33138 Reed Bird—The Indian Bride (Dave Reed,
 Jr.).....
 J. W. Myers
 BARITONE SOLO, ORCH. ACCOMP.
 33139 No Wedding Bells for Me—Comic (Moran
 and Furth).....
 Bob Roberts
 TENOR SOLO, ORCH. ACCOMP.
 33140 Ask Me Not—Comic (Cobb and Edwards)
 Will F. Denny
 33141 Nestle by My Side (Gustav Luders).....
 Billy Murray
 VAUDEVILLE SPECIALTY, ORCH. ACCOMP.
 33142 How Mat Got the Mitten (Len Spencer).
 Ada Jones and Len Spencer
 VAUDEVILLE SPECIALTY, ORCH. ACCOMP.
 33143 Meet Me Down at the Corner—Irish Char-
 acter Sketch (Harry Hoyt).....
 Ada Jones and Len Spencer
 VAUDEVILLE SPECIALTY, ORCH. ACCOMP.
 33144 Flanagan on a Farm (Steve Porter).....
 Steve Porter
 40340 Military School March (Colegio—Militar
 Marcha) (V. M. Preza).....
 Banda Espanola
 40355 Long Live Mexico—March (Viva Mexico)
 (V. M. Preza).....
 Banda Espanola
 40483 Carmela Polka (Juv. Rosas).....
 Banda Espanola

NEW COLUMBIA B. C. (CYL.) RECORDS.

- DANCE MUSIC.
 72510 Curassier-Attache—Gallop (Richard Eilen-
 berg).....
 Columbia Orchestra
 BARITONE AND TENOR DUET, ORCH. ACCOMP.
 85121 That Welcome on the Mat Ain't Meant for
 Me—Coon Song (Gus Edwards).....
 Collins and Harlan
 BARITONE SOLO, ORCH. ACCOMP.
 85122 Sing Me Those Pretty Songs Again (Harry
 Kennedy).....
 J. W. Myers

- TENOR SOLO, ORCH. ACCOMP.
 85123 Nobody's Little Girl (Theo. Morse).....
 Byron G. Harlan
 UNCLE JOSH WEATHERSBY'S LAUGHING STORY.
 85124 Uncle Josh and the Labor Union (Cal
 Stewart).....
 Cal Stewart

NEW COLUMBIA 10-INCH DISC RECORDS.

- 3622 Golden West March (F. H. Losey).....
 Prince's Military Band
 3623 March "Religioso" (Onward Christian Sol-
 diers) (W. P. Chambers).....
 Prince's Military Band
 3624 My Mariuccia Medley (Arranged by C. A.
 Prince). Introducing "My Mariuccia"
 (Take a Steamboat) "A Lemon in the
 Garden of Love," "Do, Re, Mi, Fa, Sol,
 La, Si, Do" (with bell solo), "The Bullfrog
 and the Coon," "When Tommy Atkins
 Marries Dolly Gray".....
 Prince's Military Band
 3625 Decoration Day—Descriptive (Cal Stewart)
 Prince's Orchestra
 BANJO SOLO, ORCH. ACCOMP.
 3626 Maple Leaf Rag (Scott Joplin). Vess L. Ossman
 VIOLONCELLO SOLO, PIANO ACCOMP.
 3627 Traumerei (Schumann).....
 Victor Sorlin
 XYLOPHONE SOLO, ORCH. ACCOMP.
 3628 Dixie Blossoms (Characteristic March and
 Two-Step) (Percy Wendrick).....
 Thomas Mills
 VOCAL QUARTET, MALE VOICES.
 3629 The New Parson at the Darktown Church
 —Descriptive (Cal Stewart).....
 The Columbia Quartet
 BARITONE SOLO, ORCH. ACCOMP.
 3630 Love Abiding (Dr. Jules Jordan).....
 George Alexander
 BARITONE SOLO, ORCH. ACCOMP.
 3631 O Happy Day, O Blissful Day (O schone
 zeit, O selge zeit)—Sacred (Carl Gotze)
 George Alexander
 BARITONE SOLO, ORCH. ACCOMP.
 3632 Oh Mister Brown—Coon Song (Harry Von
 Tilzer).....
 Arthur Collins
 BARITONE SOLO, ORCH. ACCOMP.
 3633 Reed Bird—The Indian Bride (Dave Reed,
 Jr.).....
 J. W. Myers
 BARITONE SOLO, ORCH. ACCOMP.
 3634 Sing Me Those Pretty Songs Again (Harry
 Kennedy).....
 J. W. Myers
 BARITONE SOLO, ORCH. ACCOMP.
 3635 The Land League Band—Marching Song
 (J. W. Kelly).....
 J. W. Myers
 BARITONE SOLO, ORCH. ACCOMP.
 3636 The Little Irish Girl (Hermann Lohr).....
 Francis Rogers
 TENOR SOLO, ORCH. ACCOMP.
 3637 Ask Me Not—Comic (Cobb and Edwards)
 Will F. Denny
 TENOR SOLO, ORCH. ACCOMP.
 3638 My Word! What a Lot of It—Comic (Dave
 Reed, Jr.).....
 Will F. Denny
 VAUDEVILLE SPECIALTY, ORCH. ACCOMP.
 3639 Flanagan on a Farm (Steve Porter).....
 Steve Porter
 UNCLE JOSH WEATHERSBY'S LAUGHING STORY.
 3640 Uncle Josh at the Dentist's (Cal Stewart)
 Cal Stewart and Len Spencer
 5620 The American—Creole Tango (El Ameri-
 cano—Tango Criollo) (Jose L. Ron-
 cillo).....
 Banda Espanola

NEW COLUMBIA 12-INCH DISC RECORDS.

- 5694 Coronation March from "The Prophet" (G.
 Meyerbeer).....
 Banda Espanola
 5695 Entr' acte et Valse from Ballet "Coppelia"
 (L. Delibes).....
 Banda Espanola
 5696 Grand March from "Tannhauser" (R. Wag-
 ner).....
 Banda Espanola
 5697 Overture "Pique Dame" (Suppe).....
 Banda Espanola
 5698 Stradella Overture (Flotow).....
 Banda Espanola
 30068 BARITONE AND TENOR DUET, ORCH. ACCOMP.
 Crucifix (J. Faure).....
 Stanley and Burr
 BARITONE SOLO, ORCH. ACCOMP.
 30069 Holy, Holy, Holy, Lord God Almighty—
 Sacred (J. B. Dykes).....
 George Alexander
 BARITONE SOLO, PIANO ACCOMP.
 30070 Home, Sweet Home (John Howard Payne)
 Frederick Weld

GRAND OPERA RECORDS

Made by the Universal Talking Machine Mfg. Co. to be Sold at the Same Price as the American Records—The Company Have Just Issued a Very Complete Foreign Catalogue.

The Universal Talking Machine Manufacturing Co., Newark, N. J., have sent the trade a list of their foreign and grand opera records. Beginning with April 1 they are selling these records to the dealer at the same price as the American records: Ten-inch, 40 cents each; 12-inch, 60 cents each. The 10-inch records list at 75 cents, 12-inch records list at \$1.25. The company will issue new supplements from time to time. The first complete opera will be "Aida." They expect to have the opera complete about May 15. Their latest foreign catalog—taper arm machines, "Premier," \$30; "Corona," \$40; "Monarch," \$50; "Majestic," \$60; "Royal," \$75, and disc records in Spanish, French and Portuguese—has also just been issued.

MEASURING WITH A MICROSCOPE.

It certainly is an odd statement to say that the microscope is better than the ear for measuring sounds, but it is true. It will interest our readers to know that, in determining the pitch of very high tones one of the Government investigators at Washington has found that the ear cannot be depended on, and he has therefore turned to the microscope for aid.

Sound is a phenomenon of vibration, and the pitch of any musical note can be determined if the sound wave corresponding to it is in any manner rendered measurable.

The Washington scientist has solved the problem in this way: He covers a plate with a thin layer composed of a mixture of olive oil and stearine, the surface of which is slightly ridged by rubbing it delicately with the finger. To a high-pitched tuning fork a short hair is attached, and a similar hair is fastened to another vibrating body, such as a rod, whose pitch is known. The ends of these hairs trail across the prepared plate, as it is passed rapidly over them, and thus mark upon its surface a double series of wave lines corresponding to the periods of vibration of the fork and the rod. The microscope is then called into action in order to compare the length and depth of the waves, and thus determine the musical pitch of the vibrating fork with an accuracy not attainable by the ear alone.

STEAD AND PRESIDENT ROOSEVELT.

William T. Stead thus opens a new career to Mr. Roosevelt: "I found the President an engaging personality, but what struck me most was that the President would be the best man of any I ever met to talk into a graphophone. You can just imagine him sitting there with the talking machine before him, articulating every word distinctly. And it is his mission to talk through that machine to all the world, expressing the feelings, sentiments, thoughts and ideals of the American people, of whom he is perfectly typical in his energy and his ideals." Commenting on this the New York World says: "A graphophone report of the conversation between Mr. Roosevelt and Mr. Harriman at that celebrated interview, 'expressing the feelings, sentiments, thoughts and ideals of the American people,' would be well worth the price of the cylinders."

RECENTLY INCORPORATED.

The Telegraphone Distributing Co., of New York, was incorporated last week at Albany, with a capital of \$5,000. Directors: L. J. Herschburg, Isidore Miner and Hyman Epstein, of New York.

The Victor Distributing & Export Co. are doing a splendid business. General Manager Williams is breaking the record in opening new fields, and J. S. Beckman, sales manager, has closed a number of excellent deals.

Keeps Talking Machines "Well"

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

"3-in-One" is "good medicine" for every talking machine part. Lubricates the action points; brightens and prevents rust on the metal surfaces; keeps disc and cylinder records free from dust particles, thus assuring perfect tone and harmony.

Where do you come in? Quick, easy sales and 50 and 100 per cent. profit—that's where. Your jobber can supply you with "3-in-One"—place a trial order to-day. FREE sample bottle and the "3-in-One" Book sent on request. Write to:

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

42 Broadway

New York City.



With the Makers and Sellers of Automatic Specialties

REVIEW OF TRADE CONDITIONS.

Penny Arcade and Nickelodian Managers in Trouble With Municipal Authorities—Cheaper Resorts Bring About Action—Will be Helpful to Legitimate Trade in the End Although It Has Caused a Temporary Disturbance—Heavy Demand for All Kinds of Automatic Machines—Foreign Trade Steadily Growing—Musical Instruments Great Trade Attractors—Advertising as an Asset.

Penny arcade and nickelodian managers are having a strenuous time with the municipal authorities in this city as represented by the police, health and fire departments. For some time past there has been a strained condition of affairs, and this has finally led to an open rupture between the parties concerned, the Commissioner of Police claiming that the so-called penny arcade and the moving picture theatres are a menace to the public, morally and otherwise. In a general order sent out from headquarters recently, Commissioner Bingham instructed all the captains to forward reports on the various places in their district, and it will be difficult for many of these places to get new licenses for the coming year.

In some ways this move on the part of the Commissioner is a good thing, both for the city and the men interested in these enterprises, for it is certain that anything that will prevent managers from allowing suggestive or obscene pictures to be shown in the machines, and that will force them to keep their places in a sanitary condition will only put the arcade and nickel theatre on a firmer and more substantial footing.

At the same time we do not agree with Mr. Bingham "that these places under any conditions are a menace to the public." There are flaws in the claims of both parties; each has shot beyond the mark, but we believe that things will finally adjust themselves satisfactorily. It is a fact that while some of the arcades in this city are run in a highly satisfactory manner, others, in order to boom trade, have had recourse to attractions verging strongly on the questionable, the greatest liberties being taken in getting up flashy show cards on the machines, wording and illustrating them in a manner that is a disgrace to the trade, and most certainly should be stopped. In the matter of keeping the places in a sanitary condition, however, we do not think there is much cause for complaint, excepting a possible few on the lower East Side. Taken as a whole, the arcade is far ahead of most of the theatres in this respect, all of them being on the street and well ventilated, and as to any possible infringement of the fire department laws, the idea is absurd.

It must be admitted that the nickelodian, or moving picture theatres, are not so immune from the last two charges; on the whole, the average nickel theatre is neither well ventilated nor are there enough precautions taken to insure the safety of patrons in case of fire; many of the places not even boasting an exit, the public being forced to use the narrow front door coming and departing. Now, these are grave faults, and the commissioners are justified in compelling such places to rectify the error. A little perseverance will make things right all around, however, and we believe that arcade and nickelodian managers need have little fear of annihilation provided they work along right lines.

Business has continued to be of the highest order during the past month; in fact, there has been a marked improvement all along the line.

Whether this is due to the thinning out of the parlors or the free advertising through publicity in the daily papers is hard to say; at any rate, as long as the pennies and nickels keep flowing their way at the present rate, arcade and theatre managers won't mind the house cleaning being carried on by Commissioner Bingham.

Notwithstanding the black eye that is generally given the Chicago police by the newspapers, it may be remembered that they were the first to draw the line on arcades and nickelodians. The clouds have cleared away, however, in that city and business has resumed its tranquil march; therefore we believe more good than harm has been done, and look forward to a busy and successful season.

Manufacturers report a heavy demand for machines of all types, and a number of them have been so handicapped with the inrush of orders that they have been forced to cease work on a number of new models being gotten ready for the market.

Our foreign trade has increased to an enormous extent, and a tremendous field is open for this trade among the Latin-speaking races. Slot machines, especially the musical and moving picture types, are most popular, those of American manufacture being universally used, notwithstanding that they are by far the most expensive. In price America cannot begin to compete with foreign countries, on account of the tariff, which keeps raw material at such a high premium; but this is more than offset by the quality of the product, and no industry is more dependent on the wearing abilities of its goods and the perfection of the workmanship involved.

Of all the slot-controlled devices on the market that are made use of in the modern arcades, none is more conspicuous than the automatic piano. In all the large places this popular instrument is the magnet used to attract the attention of passersby. No music is more generally loved than that from a good piano, none more repellant than that from a crippled one. Not another instrument is submitted to such hard knocks and a constant grinding test. Hence

the arcade man should first look for a good instrument, with a clear, pure tone, and then one that is built to best withstand the great wear put upon it.

We are making a stroug effort to interest the slot machine and novelty men in our paper. Each month there will be found interesting features, so that it will pay to be a regular subscriber to The World. We have at great expense just obtained the most complete and only authentic list of slot machine men in Mexico, Cuba, and throughout South America. This will be of inestimable value to manufacturers of specialties who advertise in The World, on account of the great demand for these devices in the above countries. In our advertising pages will be found a large number of excellent features. Possibly you are the inventor or manufacturer of some such specialty. In that case we can find a market for your wares. Place your invention before the proper persons. You can do this in hut one way, and that is to advertise in a publication like The World, which will reach the purchasers of such devices.

Advertise. Advertise.

Why the deuce don't you get wise;

Use an ad. of striking size.

Advertise. Advertise.

Swamp 'em; swamp 'em; get their wampum.

Advertise.

ANOTHER AUTOMATIC VIOLIN.

The Invention of Prof. Wauters, of Binghamton, N. Y.—Has Great Musical Possibilities Judging from the Description.

Prof. J. Wauters, a Belgian, residing in Binghamton, N. Y., is credited with inventing an automatic violin that has proven very successful and is being put on the market by a company in that city.

The automatic violin may be briefly described as follows: There are four bows, one for each string. Each bow is controlled by its own independent mechanism, while the "fingers" which "stop" the strings are likewise independent of each other.

As is known each string on a violin has a com-

AUTOMATIC DRINKING MACHINES

Summer and Winter Business

You can see a Practical Working Demonstration of our fountains every day in the year at

48 East 14th St., New York City.

1259 Broadway, " " "

150th St. & 3d Ave., " " "

407 6th Ave., " " "

169 East 125th St., " " "

Cor. 8th & Race Sts., Phila., Pa.

Cor. 8th & Sumner Sts., " "

145 N. 9th St., " "

Our Fountains were selected by the Board of Governors and are being used exclusively at the Jamestown Exposition.

Send for Literature and Descriptive Matter

Automatic Drink Machine Co.
415 Broadway NEW YORK CITY



"Earning Capacity"

We hear a great deal nowadays about the earning capacity of various men who are more or less in the public eye. But let us get away from the discussion of men, and talk about the earning capacity of mechanical creations that never tire, that make dollars when you sleep, and keep a steadily flowing river of coin coming your way.

That is the kind of an instrument which we would like to discuss with you. Its name? Well it belongs to the popular and ever growing Regina family. We call it the **Sublima Piano, "Junior."** Our customers term it absolutely the best earner that they have yet put into operation.

We cannot tell you of its many qualities on a single page. The illustration shown here however will give you a fair idea of its external appearance. But its mechanism is what will interest you most.

It is built on a new principle, entirely our own, of course, and it gives the best results that we have ever found. That is saying a great deal, because the Regina creations have been pleasingly successful. We may tell you however some things that it does not contain. **It does not contain the first sign of any pneumatics, bellows or tubes,** and when you stop to think of it, by this plan we have eliminated nearly 100 per cent. of the causes which have previously retarded the popularity of electric pianos. We cannot describe to you the beauty of its tone quality, but the Sublima has a tone sustaining device that outclasses any creation on the market. When you hear it you will notice at once that it possesses the tone of an Orchestrion. It is this tone sustaining device, and the absence of pneumatic bellows and tubes that has given the Sublima its wonderful popularity.

The light and soft effects are controlled automatically by a separate series of perforations in the paper rolls. It gets away too from the mechanical effects so noticeable in other instruments. When you hear the Sublima play classical music you will be charmed. You'll become a "Sublimist."

We started in to tell you about its earning capacity, and if you will write us we will be glad to tell you how many dollars the Sublima has earned in some localities. It can be easily shown in talking machine parlors, where it will make a decided feature of attraction, and there is much local trade to be won through its agency in every city and hamlet throughout the land.



REGINA SUBLIMA

THE **REGINA** CO.

General Offices and Factory: RAHWAY, NEW JERSEY

New York Headquarters: Cor. B'way and 17th St.

Western Branch: 259 Wabash Ave., Chicago, Ill.

ALSO MANUFACTURERS OF

MUSIC BOXES, REGINAPHONES, PLAYER PIANOS, CHIME CLOCKS

Distributors of Victor Talking Machines and Edison Phonographs

pass of two octaves. The range of a violin is from G below the staff to E altissimo, or almost four octaves. Skilled players on perfect instruments can give a range of four octaves, although in actual composition little use is made of tones in the extreme high register, except in certain difficult chromatic passages.

Professor Wauters' invention makes it possible to use each of the four strings as an independent violin of two octaves. For instance, the famous Bach G string solo can be played on its proper string and the treble part of the piano accompaniment can be given to the A and D strings, with ornamental trills and harmonic effects on the E string. The A and E strings can be made to carry the intermezzo from Cavalleria Rusticana in the Key of F major, and a cello-like accompaniment can be given to the G and D strings. The great concertos of Beethoven and Mendelssohn can be readily played, as the automatic violin treats all technical difficulties alike. One string can sound a smooth flowing legato theme, while the others carry an accompaniment in flying staccato arpeggios, a feat impossible to human players. By an ingenious arrangement, which cannot yet be explained in detail, the tremolo or "shake" is produced at will.

The automatic violin will play from music rolls like an automatic piano. These rolls will be cheap and will contain a device for controlling the expression and tempo.

The mechanism controlling the bows and "fingers" includes means for producing pizzicato, legato, marcato, springing bow, harmonics, arpeggios, shakes with an accompanying part, broad, firm strokes, like those the player uses to make syncopations, chromatic runs, octave passages, simple and flying staccato, etc. Chords on four and three strings, which can be produced by a player in the imperfect manner only, will be played with perfect effect on the automatic violin.

Any violin can be played on the automatic violin. For commercial purposes a high grade of German violins will be supplied—instruments with a smooth, rich, orchestral quality of tone which are well made.

INDIANAPOLIS TRADE NOTES.

Penny Arcades Survive "Crusade"—Sutherland Opens New Place—Big Daily Income—New Concern in Terra Haute—Success of the Manhattan Amusement Co.—Other Items.

(Special to The Talking Machine World.)

Indianapolis, Ind., May 9, 1907.

The penny arcades and five-cent theaters in this city have been "crusaded" in the last month, and have come through the ordeal with flying colors. The ministers of the city agitated the question of the nature of pictures which should be shown in these places, and one of the afternoon papers took it up and printed columns and columns telling of the scenes of crime which were depicted in these places.

Finally after considerable agitation, the police and the juvenile court officers made an investigation. Policemen and officers from the court visited all of the amusement places, but they found nothing which they regarded as vicious. In one or two instances the police suggested that certain pictures be abandoned, but, on the whole, the report was most favorable.

C. L. Sutherland, proprietor of the Bijou Dream Theater, who has started a new place on Washington street, is meeting with great success. The first five days at his new place brought an average daily business of \$125, and the first Saturday \$250, according to the statement of one of the managers of the place. Last week the Teddy Bears were shown, and children flocked to the place by the hundreds.

The National Amusement Co. will open their new vaudeville place at Terre Haute about the middle of May. A nickel theater and a penny arcade will be run in connection with the vaudeville house.

"The Exhibit," another South Illinois street arcade, has been showing scenes of the White-Thaw tragedy. A view of the scene of the crime is given. The police looked at this series of pictures, according to the statement of the manager, and said that it was all right. "The Ex-

hibit" has recently installed a weight-guessing machine. If the customer guesses his weight correctly he gets his penny back. The machine is a winner.

The Manhattan Amusement Co., which has a five-cent theater on West Washington street, near the Park Theater, is meeting with great success. The company has a large and commodious room, and when the crowds file away from the Park Theater in the afternoon and at night business is usually good. The attraction last week in the way of moving pictures was "Miss Smith's Boarding School." This company uses a Twentieth Century Columbia machine to attract its crowds. A. B. V. Barton is manager of the place.

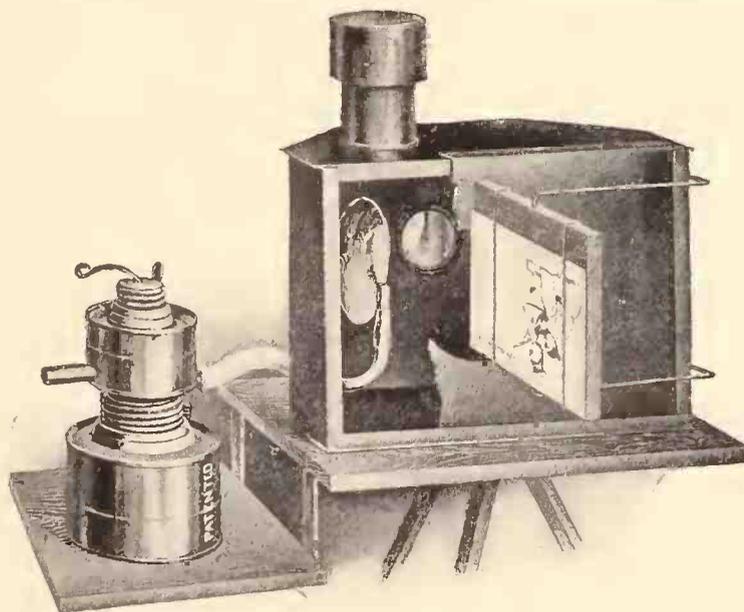
A barber shop on South Illinois street is surrounded on three sides by penny arcades and five-cent theaters. With all of the phonographs and automatic pianos the barbers do not lack for music. They enjoyed it pretty well until recently on one Saturday night when the arcade ran in an orchestra with a drum. The barbers had to close the doors then on account of one nervous artist of the razor who couldn't stand for the mixture of sacred hymns and ragtime.

Percy Jones, a young colored man of good education, who was employed by the National Amusement Co., recently pleaded guilty in criminal court to the charge of grand larceny, and was sentenced to the reformatory. Percy had been sent to the bank two or three times, and he always returned with the money. All checks were signed with a stamp, and red line beneath bearing the name of the manager. Percy studied the stamp and imitated the signature. The manager of the place decided to guard the rubber stamp more carefully, and when Percy tried to manufacture a stamp just like it, he failed and was haled to court.

The Automatic Music Co., Binghamton, N. Y., have purchased a factory site on lower Main street, that city. Officials of the company say they will hold the property in order to be able to erect a new plant to accommodate their growing business when that move is necessary.

The MYSTIC REFLECTOR
 A POST CARD PROJECTOR

RETAILS AT
 \$5.00



SELLS AT
 SIGHT

This wonderful machine projects upon a sheet SOUVENIR POST CARDS, PHOTOGRAPHS, MAGAZINE PICTURES, Etc., in their Original Colors. No glass slides required.

AN ILLUSTRATED SONG MACHINE.

Sold only through jobbers. Samples sent dealers upon receipt of \$3.00.

A WONDERFUL SELLER.

CHURCH SUPPLY CO., Dept. 10 BARCLAY STREET
 T. M. NEW YORK

We Make Pennies Grow

If you deposit your savings in a bank, you may earn 3 per cent. or possibly 4 per cent. Invest them in a Penny Arcade and your in-

vestment will net you 150 per cent. to 300 per cent. per annum.

LET US PROVE IT TO YOU.

Let us show you how you can gain an independent income by an investment of \$600 and upward.

We will start you, assist you in every way in making your establishment a profitable one, and give you the benefit of our 20 years' experience both as operators and manufacturers.

WE WILL SEE THAT YOU MAKE A SUCCESS, for *your success* will mean *our success*.

Given a fair location, and that is easily found in any town with a population of upward of 5,000, your investment will be returned to you in four or five months, after which all receipts are CLEAR PROFIT.

Just now is the *time to start* and take advantage of the spring and summer season.

Your town certainly should have an ARCADE. If there already is one in operation, YOU start another better one and show that you are up to the minute and a hustler.

If you are now operating an ARCADE, improve the same by adding CAILLE MACHINES and CUT DOWN REPAIR BILLS.

No machines like CAILLE MACHINES for showing big receipts!!

The public prefer Caille Machines, as they always work and always work correctly. They never are out of order.

No scales like CAILLE SCALES, and we make 5 different styles, all of them absolute leaders.

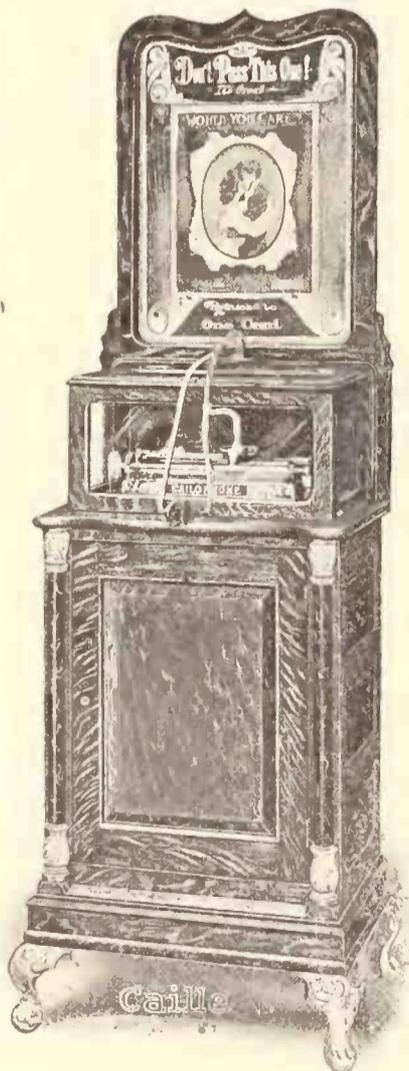
But we also make the famous CAILOSCOPE and have recently patented the CAILOPHONE, both of which machines outdistance anything on the market.

In fact we make *257 Varieties*, all of them "*Caille Quality*," which means excellence in every detail of construction, mechanism and appearance.

A postal Card will bring you our handsomely illustrated Catalogue for 1907, showing the largest line of coin controlled machines manufactured in the largest plant in the World devoted exclusively to the construction of automatic devices.

WRITE TO-DAY and be
First on the Ground.

The Caille Bros. Co.
DETROIT, MICH.



Eastern and Export Office:
32 Union Square, N. Y. City

Western Office:
902 Republic Bldg., Chicago

MAN'S HEART IN MOTION ON SCREEN.

Breathing Lungs, Too—Pictures Taken Now With the X-Rays and Cinematograph.

By employing the X-rays and the cinematograph in combination, moving pictures are now taken of the living lungs as they rise and fall in breathing, and of the heart as it pumps blood through the body.

The moving pictures are taken as well of the heart and lung actions of a sick man or woman as of a healthy one, so it will be possible for a lecturer to throw on a screen before his class an actual reproduction of the lesson in the lungs or of the faulty movement of the heart-valves in the patient who lives before him.

The invention is being busily experimented with in one of the great hospitals for consumptives. A resident physician there says they hope for very valuable results from the moving pictures in diagnosing doubtful cases of lung or heart disease.

Far more surely than the doctor's eye, even aided by the X-rays, or his ear, with the stethoscope, will the moving pictures tell precisely what ails a patient.

VALUE OF PROPER LIGHTING.

One of the most serious problems before arcade and nickelodeon managers is that of proper lighting. Electricity is, of course, the form most generally in use but it is the lamp that is of the most vital importance. The first consideration is the candle-power, then color of light, whether yellow or white. For attractiveness the latter has been found to be the most suitable, as it makes a more striking effect at night, and that is the keynote of success in this line of business.

The Felix Hamburger Co., of this city, have made a strong bid for this class of work, also that of the talking machine and piano trade.

For general use their "Liliput" is the best. This admirable little lamp, of three amperes, which is about twice the size of the ordinary incandescent type, and which gives the light of twenty, is in much demand. The next size, called the "Economy Lamp," five amperes, is well adapted for large stores. The "Flaming Arc," 12 amperes, and 5,000 candle-power, is generally used by arcade men for the outside of their places, and makes a most striking effect. This strong, white light, illuminating the whole surroundings, and against the snow-white plastic front of the parlor is a great trade stimulator.

POPE ALMOST SEES AMERICA.

Delighted With a Bioscope Exhibition by a Vatican Engineer.

The Pope, his sisters, Cardinal Merry del Val and several other prelates, were present the other day at an entertainment given by Engineer Vannucci, an employe of the Vatican, who, by means of a bioscope, showed views of the principal cities of the United States, especially Washington and New York, explaining each picture briefly. The Pope thanked Signor Vannucci warmly, saying he felt that he had almost realized his wish to visit the New World.

TRADE NOTES AND COMMENTS.

Mystic Reflector a Big Winner—New York Vitak Co.'s New Quarters—Some Recent Novelties—"Platol" for the Trade—Kinetscope at Jamestown—Suit Against Hearst—Other Items of General Interest.

The Mystic Reflector, manufactured by the Church Supply Co., of this city, serves the same purpose as a high-grade stereopticon or magic lantern, but must not be confused with one, as it requires no glass slides. Any opaque pictures or reading matter such as souvenir postal cards, photographs, magazine pictures, etc., can be projected upon a sheet in original colors to a diameter of from 5 to 8 feet, according to distance.

It is equipped with a patented safety calcium-carbide lamp which can be operated in any home at no greater cost than an ordinary kerosene lamp. It is also furnished with a 40-candle-power reflector back incandescent electric light when desired. Of course the electric lamp can be used only where incandescent current is available. The idea of projecting pictures by reflection is a very old scientific fact, but it has never before been developed to the simplicity of construction, or to the perfection of result that is accomplished by the Mystic Reflector. Heretofore there has never been manufactured a portable light of sufficient power to project with distinctness and clearness. In view of these facts we believe the Mystic Reflector will prove immensely popular wherever shown, especially among amateur photographers and souvenir post card collectors.

Delightful evening entertainments can be given. In connection with a vocalist or a phonograph the Mystic Reflector can be used for illustrating songs. Each guest's photograph can be projected to several times life size. Appropriate quotations or advertising cards can be shown. Comic sections from newspapers and magazines can be collected. Every home contains many suitable pictures. A child in a few days can collect enough interesting views to entertain the household. Young people can give shows for their own pecuniary benefit or for "sweet charity's sake."

It can be used for enlarging pictures. Any boy or girl can draw life-size portraits of the family by projecting photographs on paper and then following the outline with crayon or pencil. The Mystic Reflector is within the means of everyone; is strongly built of metal; has no complicated parts, and talking machine dealers will find it a big seller.

The Card Printer Co., 79 East 130th street, this city, have just issued a new catalogue, showing the working of their now famous card printer slot machine, and giving a very lucid description of it and its possibilities, and we feel assured that the talking machine and slot machine trade will find it of much interest.

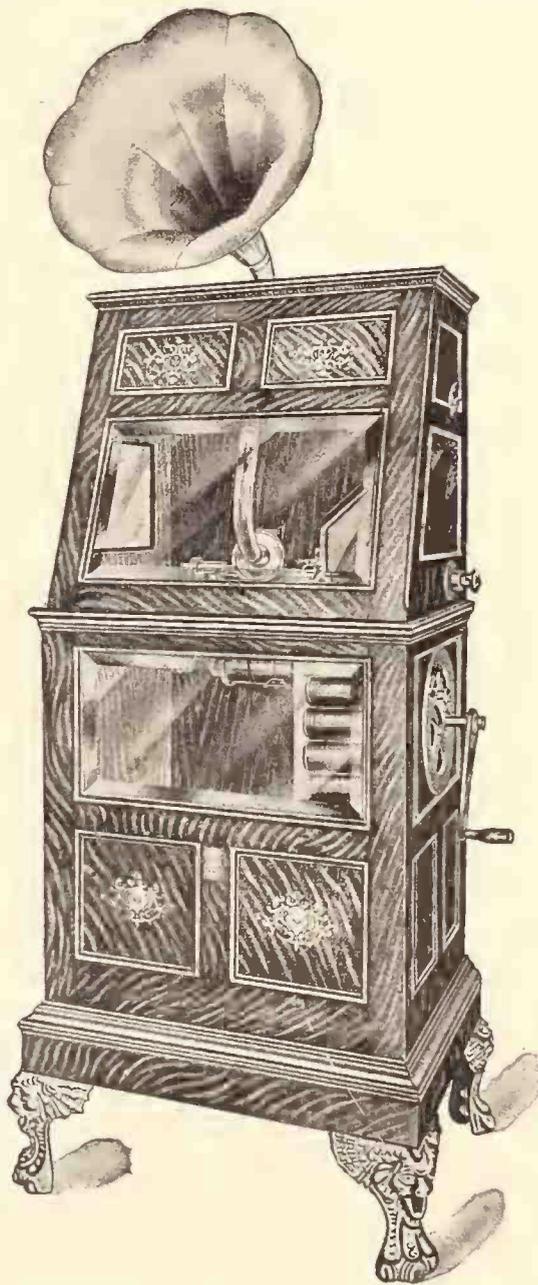
The New York Vitak Co. have removed to 180 Lafayette street, this city, where they will have their office and factory under one roof. This step was taken on account of their fast increasing business, which compelled them to get into larger quarters in order to keep up with the demand for the Vitak moving picture machines. This company have been having some trouble in getting lenses for their new \$35 machines, but

THE
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TWENTIETH CENTURY
COLUMBIA COIN
OPERATED MACHINE

Almost Human in Tone

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AUTOMATICALLY
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The Card Printer

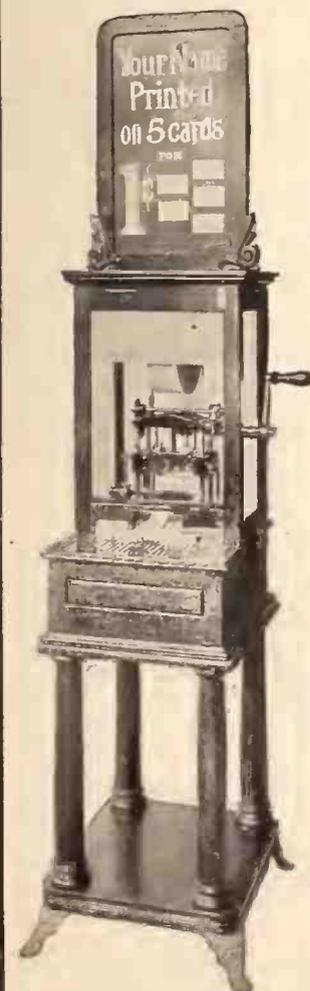
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Orders must be placed
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summer delivery.

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PRINTER CO.**
79 East 130th St.
NEW YORK



expect to have them ready for the market some time in July.

Two decided novelties just out in the line of slot machines are the "Automatic Riding Horse" and "The Automatic See-Saw." The former is portable and can be operated at all seasons in stores. The horses are artistically carved from the best material. The whole is very strongly built, and will carry the heaviest persons. "The Automatic See-Saw" has made quite a hit also. Everybody enjoys a ride on one; even grown-ups are ready to drop their pennies in it, and for the moment forget worldly cares and hie back to childhood days. Of course, it is a wide departure from the paths followed by manufacturers hitherto, but we believe that this is wholly in their favor.

A new wood finish called "Four in One," recently placed on the market, is certainly one of the finest products ever produced. To test its value for the talking machine or piano trade, The World's representative obtained a bottle of the polish and took it home to use on the mahogany case of a piano, which was in bad condition from the dust, which had settled on it and worked its way into the finish. The stuff worked like magic, and inside of two hours the piano could not be distinguished from one that had just left the factory. What it will do for a piano it will do for a talking machine or cabinet, and we believe the talking machine trade will find it a valuable article to handle.

The G. L. Steinreich Co. with this issue of The World are offering the talking machine trade, one of their new specialties, namely "Platol." This preparation is for the cleaning and replating of polished nickel, silver and aluminum articles, such as the plates of cylinder talking machines, horns, horn cranes, etc. Platol, as

its name implies, and as we have just stated, not only cleans the metal, but instead of scouring off the surface, it puts a new one on, and one that is genuine silver. It is not difficult to see what a boon this article will be to the talking machine man. For shop-worn, dirty or rusty stock it is just the thing, and the dealer will find it an easy article to dispose of, especially to the feminine sex, not for their "talkers" alone, but for the table silver, etc.

In the congested quarters of the city, where the poor live, the nickel theatres have proven a great educator. These people can't afford to pay the entrance fee to the large playhouses, and flock to the cheaper theater for their amusement. We firmly believe that if the kinetoscope managers would only get together and bar all films suggestive or criminal, they would eliminate the sole objectionable feature made to some of these places. They would then deserve the backing of every right-thinking man or woman. Nor would this plan be inappropriate in respect to the "penny arcade."

The Kinetoscope Co., the moving picture department of the Edison Works, Orange, N. J., will have a special building at the Jamestown Exposition, and it is probable the entire line of phonographs will be exhibited. The company will also have an establishment of their own in the upper part of New York City, where, in addition to the kinetoscope, their complete phonographic product will be exploited.

Suit has been brought against W. R. Hearst, as candidate for Governor of the Independence League and the Democratic party in New York, by John T. Owens, New York City, for the cost of six phonographs used last fall in the campaign, to reproduce some of the Hearst speeches. Some six weeks after the campaign had closed,

Owens says he sent a bill to the League for the machines. No attention was paid to it, nor to others which followed. Personal letters to Mr. Hearst had the effect of bringing a reply stating that there was an error in the bill. Owens thereupon placed the account in the hands of a lawyer for collection.

Michael Glynn, proprietor of a penny arcade at 977 Third avenue, Baltimore, Md., was recently arrested upon the formal complaint of over a hundred neighbors for playing one tune ("Poor John") almost continuously upon a large talking machine in front of his place. Just before going with the officer who served the warrant, Mr. Glynn placed a new record on the machine and during his enforced absence his neighbors were regaled with the tones of "I Don't Know Where I'm Going, but I'm on My Way." The court's decision in his case is not announced.

Youngstown, O., is the latest town to jump on the much-abused and defenceless talking machine, the city council having authorized the Mayor and City Solicitor to prepare legislation to that effect. Permits will not be issued to shows with talking machine attachments.

The matter of dealing in commercial talking machines has been a branch of the business neglected by all except the manufacturers, and it has been left for Henry P. Roberts, for several years in charge of the retail department of the Columbia Phonograph Co.'s commercial branch, to enter the field as an independent dealer. Mr. Roberts, in addition to being familiar with every detail of the selling end is also an inventor of no mean ability.

Don't judge by appearances. Looking down from a ten-story building there's little or no difference between a six-foot man and his four-foot-six companion. The man with a choker collar and an ascot tie may be minus a shirt. The business-with the swellest stationery may have the leanest bank account.

First Pugilist—I cannot fight any man who has never made a record. When you have done so, I will talk further on the subject.

Second Pugilist (who owns a talking machine) at once looks in the directory for the address of the nearest talking machine laboratory.

The regularly monthly phonograph recitals and concerts have attracted crowds at the talking machine department of the O. K. Houck Piano Co., St. Louis.

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

60 YEARS' EXPERIENCE

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THE MUTOSCOPE

For Summer Parks, Penny Arcades, etc., has proved itself to be the greatest money earner of all coin-operated machines. In fact it has made the "Penny Vaudeville" what it is to-day. The privilege of free exchange of pictures keeping them fresh and up-to-date, make it always attractive. Our New Type E Mutoscope, besides being handsomer in design, possesses many improvements in mechanism over former models.

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PACIFIC COAST BRANCH, 116 North Broadway, LOS ANGELES, CAL.

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

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Manufacturers of

44 AND 65 NOTE ELECTRIC PLAYERS

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SECURE THE AGENCY NOW.

117-125 Cypress Avenue,

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The Peerless "Wedge"

The "Peerless Wedge" will enter any field and open up a profitable business for you. It will make you say "give me the Peerless Line in preference to any other line I carry." It may make you say, as did another of our customers—"in the last 16 weeks of last year I cleared \$16,000.00 on Peerless Coin-Operated Pianos alone." Do you think that is too strong? Look on the other side of the wedge.

We know of one firm that is now earning \$5,000.00 per month, in addition to their other lines, on the sale of our Peerless Coin-Operated Pianos. Another claims a profit on last year's Peerless business of \$42,900.00. Is this a line you have overlooked, or are you afraid to handle an automatic piano of the highest grade? Ask us how it is done—we don't mind telling YOU about it.



Style "44" (Without Keys)

The Wedge was the earliest mechanical principle discovered

The Peerless embraces the latest mechanical principles, and is built to stand as much hard usage as the Wedge



Style "D" (Full Size Piano)



Style "M" (Six and One-third Octaves)

OFFICES:
Windsor Arcade (Fifth Ave.)
New York City

ROTH & ENGELHARDT
PROPRIETORS
PEERLESS PIANO PLAYER CO.

FACTORIES:
St. Johnsville, N. Y.



If you *knew* what we could *tell* you about the Columbia Record itself and more especially about the way its sale is going to be pushed—you would get the whole story the first minute you could.

Columbia Records afford you the surest kind of steady profit from the first day you handle them. No man who owns a talking machine is ever content with any other after he has heard them.

It sounds like advertising talk until you realize that

1. We own the original patents covering the making of modern talking machine records.
2. We use materials that no other manufacturer can duplicate.
3. We employ processes that we absolutely control.
4. We operate the largest talking machine factory in the world.
5. Columbia Records are beyond comparison in their repertory as well as in their quality.

No claims without a reason behind them! There's *more* profit, *surer* profit and *steadier* profit in Columbia Records. Get the proof of that! Write to us—or see your jobber—or get in touch with our nearest store.

Columbia Records fit all makes of talking machines and greatly improve the tone quality of any machine.

Columbia Phonograph Company, Gen'l

Tribune Building, New York

GRAND PRIX, PARIS, 1900

DOUBLE GRAND PRIZE, ST. LOUIS, 1904

STORES IN ALL PRINCIPAL CITIES

GRAND PRIZE, MILAN, 1906

DEALERS EVERYWHERE

