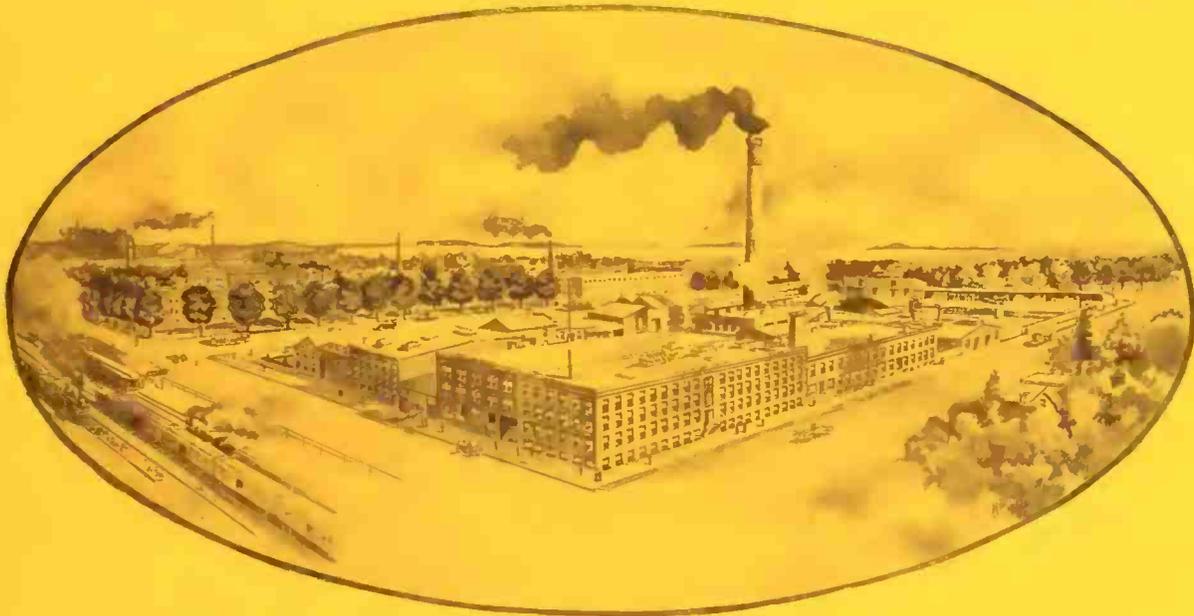


# The TALKING MACHINE WORLD

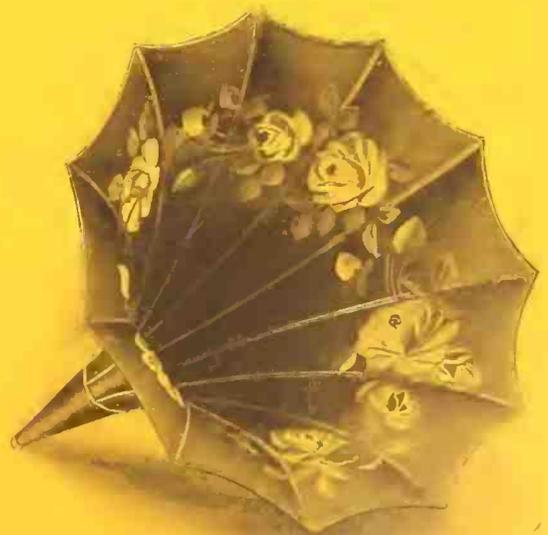
AND  
NOVELTY  
NEWS

Published Each Month by Edward Lyman Bill at 1 Madison Avenue, New York, July 15, 1906.

## THE PIONEER MANUFACTURERS OF AMPLIFYING HORNS AND HORN CRANES.



## THE TEA TRAY COMPANY OF NEWARK, N. J.



No. 200. Clamp Horn Crane  
PATENTED

Feb. 2, 1904  
March 20, 1906  
June 21, 1904  
May 15, 1906  
Others pending.



# Take a Talking Machine



AND A GOOD ASSORTMENT OF

# AMERICAN RECORDS

With you on your Summer  
Vacation Outing

## INDIAN RECORDS

AMUSE AND AFFORD  
PLEASURE TO OLD AND YOUNG



### “INDIAN RECORDS”

are loud, clear, and the assortment is large

# AMERICAN RECORD COMPANY



## Hawthorne, Sheble & Prescott

(SALES MANAGERS)

### SPRINGFIELD, MASS.



# The Talking Machine World

Vol. 2. No. 7.

New York, July 15, 1906.

Price Ten Cents

## VAST SUMS FOR RECORD MAKERS.

One Concern Spends \$100,000 a Year for Instrumental and Vocal Masterpieces—Better Incomes Than Are Made in Vaudeville and Appeal to Large Audiences the World Over.

The presiding genius of one of the record laboratories found time the other day to chat about the "mysteries" of the craft, or art, whatever you please to call it, and actually startled the "knight of the quill" by stating that his house pays about \$100,000 a year, or \$2,000 a week, to singers and instrumentalists who make records for them. These artists range from grand opera celebrities, who won't sing for less than a thousand or so, to men and women who get \$2 a song. He said further:

"We paid Edouard De Reszke an even \$1,000 for three songs, which consumed about half an hour of his time, including waits while fresh records were being put on the machine. Another well-known lady, a member of the Grand Opera House Co., got \$3,000 for three songs. The \$2 a song which we pay comparatively unknown artists may seem a small stipend, but it isn't, because most of our people sing fifteen or twenty times during the day, and we make use of them right along.

"Salaries are now paid to the majority, including three bands for different kinds of music, a couple of quartets and a number of vocal and instrumental soloists, to say nothing of two accompanists and two announcers. Most of these make more money than they would in vaudeville. Almost all of them have been on the stage and have given it up for steady work with us.

"Singers and players are growing wise to the fact that making talking machine records is a good thing for them financially, and the result is that we are besieged with applications for engagements.

"Most of these people are inclined to be rather superior in manner when they make us their first kind offers of assistance. They have an air of feeling that it is rather beneath them to sing into a mere horn—that the work is dead easy.

"This is where they are away off. The horn may be unresponsive. It doesn't applaud, but it knows what it wants and won't do its part unless it gets it.

"Because it is so hard to obtain the right kind of voices for the horn, and because we have to keep up to Broadway with new songs, as well as to make fresh records of old ones, we are looking for good singers all the time, and give almost everybody who comes in a chance to show what he or she can do.

"About one in twenty-five of those who try comes anywhere near filling the bill. We expect the singer to give his song with much distinctness and strength, and to get in the expression without too much variation in tone. He has to be very careful in his words, because the little needle that is putting it all down is more sensitive than the average ear, and has a cold-blooded way of exaggerating a singer's faults.

"Then there is more or less gymnastic work connected with singing to the machine. For notes that are soft and low you must thrust your head into the receiver, and must draw it out again just as rapidly or as slowly as you increase the volume of sound. In a piece that has sudden changes the singer's head keeps bobbing back and forth all the time. To be a good 'talker' specialist you must be able to vary the distance of your voice from the receiver in exact accordance with the sound. If a soprano is singing, for example, she must put her head as far as it will go into the horn when she's on her very low notes, and when she soars to the heights she must draw quickly back and sing straight to the ceiling. If she doesn't, the machine will transform Mary Jane's top notes into a grating shriek.

"The knowledge of how to do these things comes only from experience. We don't expect to hear at a first trial a voice that is just right for the machine. We listen merely to find out whether it contains material that will make it suitable for the machine.

"Some of the people whose trials show that they would be utterly useless to us have had more or less success on the stage. These are the ones who do not depend upon their voices alone for the success with audiences. The machine, of course, is not susceptible to a romantic appearance or a winning smile. It is the voice alone that it records on the wax, and this is where some of our most confident applicants for engagements fall down.

"On the other hand, a singer who has failed on the stage not infrequently makes a big success with us. His looks or manner hasn't appealed to people out in front. He lacks the magnetism necessary to make the house warm up to him, but the voice is there, and that is what we are after. Numerous singers of this kind have been saved from poverty and despair by talking machine work.

"The opportunities in this special field are greater for men than for women. The male voice is much the more satisfactory, being stronger and steadier. The machines have not yet been sufficiently perfected to record the delicate shades and wide range of the voice of the woman singer. On our staff the proportion of men to women is about ten to one.

"Few of our musicians are in love with talking machine work. While they like the good money they get for it, most of them complain about the uninspiring nature of the work itself. The point is that they miss the applause of the crowd. But the songs reach a great audience.

"A friend told me that last summer out in the wilds of New Mexico, apparently a long way from civilization, he heard the moving strains of the 'Holy City,' and of ballads popular on Broadway issuing from a wigwam in an Indian settlement. The chief was entertaining a company of braves and squaws with a talking machine.

"In addition to its pleasure giving activity, the talking machine is becoming more and more of a factor in serious matters. Machines were used as substitute spellbinders on wagons in our municipal campaign last fall, and we are preparing to have a lot of them play the part of political gatling guns and pour hot shot into the ranks of the enemy in the coming fight for the presidency.

"Another plan which we are beginning to put into operation is one to get records of the voices of all the famous men of the country. In a year from now we expect to have a big list. The best of these records will be preserved on specially prepared metal molds, which will remain in good shape for centuries. It would be interesting if we of the present day could listen to the voices of Shakespeare and other great ones of the past, wouldn't it? Well, we are just beginning systematically to provide for the handing down of the voices of our celebrities to our remote descendants. We feel that it will be work worth while."

## "TALKER" CONCERTS IN THE PARKS.

(Special to The Talking Machine World.)

Cincinnati, O., July 2, 1906.

Graphophone concerts will be given in the down town parks during the summer months. The agent of a machine said to be too large for use except in the open air, made application to the Board of Public Service recently to give concerts in small down town parks during the evenings without cost to the city. The request was referred to Director Bender, who gladly gave permission.

## THE VALUE OF SNAPPY PUBLICITY.

How the Talking Machine Dealer Might Extend His Business by Well-Written Advertisements Properly Placed.

Scanning carefully the sign-covered sides of the trolley cars which carry me to and from the office, I have often marveled at the skill displayed by the advertisers, and asked myself this question: "Would not an attractive jingle or illustration in honor of the many 'graphs or 'phones which make up the talking machine world, if inserted in a local paper, do as much for the great industry they represent as the street car advertisements do for the thousands of successful enterprises which are exploited in that manner?"

This method of booming one's business is rather expensive, 'tis true, but I sincerely believe it is more conducive to quick returns than others for this reason: People reading their evening paper or magazine naturally turn their gaze in the direction of the advertisements because of the good reading they know they will find there. They appreciate the change from dull prose to the quick, snappy jingle or witty paragraph of the "Adv. Column." It is after the paper has been consumed, literally stripped of news, that the advertisement gets in its work. For instance, we will suppose we have just digested an editorial on the ice question, and our brain is full of figures and hard things we would like to do and say to the ice trust. We are about to throw down the paper in disgust, when our eye catches this jingle:

Did you ever come home tired:  
"Down and out" from office grind,  
Longing for some slight diversion  
To patch up your shattered mind;  
Something that would soothe and rest you.  
Smooth your frown into a laugh?  
This is the best way to do it:  
Buy from Jones a phonograph.

We read it again and again until it clings to the crevices of our mind and we determine to investigate the machine that has the power to turn sorrow to gladness and languor to hilarity.

The result is that while down town next day we purchase one of the numerous 'phones or 'graphs above mentioned, and are happy ever afterward.

*Envoi.*—Advertising of the right kind, even to the small dealer, can safely be considered a good investment, inasmuch as results are sure to materialize eventually. HOWARD T. MIDDLETON.

## TO MAKE INDESTRUCTIBLE RECORDS.

The Indestructible Phonographic Record Co. was recently incorporated with the secretary of state of Maine for the purpose of making and dealing in phonograph records; capital, \$1,000,000. President and treasurer, I. L. Fairbanks; clerk, L. A. Burleigh, Augusta, Me.

## "TALKER" BETTER THAN ORCHESTRA.

When Miss Edith Perry, of Oregon, Wayne County, Pa., and Charles Treat, of Carbondale, were married last week at the home of the bride's parents, the strains of the wedding march from "Lohengrin" issued from a clump of evergreens in a corner of the room. It was played by a talking machine, and it was so effectively rendered as to excite the highest compliments from the fashionable assemblage. It was better than many orchestras.

The Cable Company, Chicago; the Proudfit Sporting Goods Co., Ogden, Utah, and the Clayton Music Co., Salt Lake City, have been added to the list of Edison jobbers.

# Majestic Self-Playing Piano

*The Pneumatic Coin-operated Piano without a fault. The best Spring and Summer Proposition a Dealer can take hold of*



View of Majestic Pneumatic Self-Playing Piano closed, showing its neat and artistic appearance. It sets close to the wall and all working parts are inside—away from meddlers. The special endless music roll is used and repeats itself automatically at the end of the program. This style is also playable by hand.

## THE SEASON of the MAJESTIC IS NOW!

You are looking around for a big seller that will yield a nice profit and keep things moving Here it is. Pianos in public places often take in \$5.00 to \$10.00 a day.

## THE MAJESTIC SELLS ON SIGHT

to Cafes, Hotels, Restaurants, Soda Fountains, Skating Rinks, and Amusement Parks and Resorts of all kinds, because they all appreciate its value as

## A WONDERFUL MONEY MAKER

Their customers pay for it. The returns are usually far more than is needed to

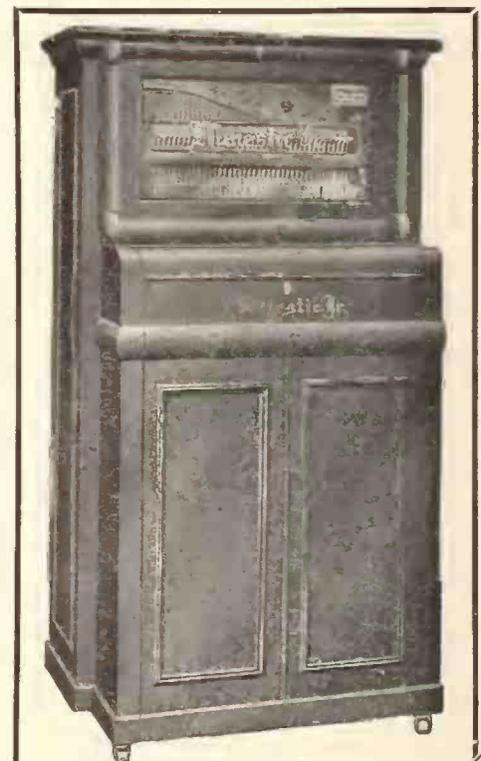
meet their payments on the instrument. This means satisfaction all around. To illustrate its value to the Cafe, etc.—if the Majestic played only 10 times in 24 hours the Cafe would still be making 36 per cent. on the investment. One of our dealers last season

## SOLD EIGHT MAJESTICS IN ONE MONTH!

another seven—and so it goes. An unique feature of the Majestic is the ability to start it playing from any table in a resort by simply dropping a nickel in the slot at that point. The Majestic has a great many other exclusive features which make it by long odds the best Automatic Piano on the market. These are fully described in our catalogue, which will be furnished on application.

## SPECIAL OFFER OF EXCLUSIVE AGENCY

to those who take up the matter at once. Tear off the coupon in the lower corner and mail it to us to-day for full particulars. Address Dept. D



View of Majestic Jr. closed and ready for use. This is the smaller size 44-note player without keyboard, and is a perfect model of simplicity. It also uses the endless music roll, and is not affected by climatic changes.

*Lyon & Healy*

Chicago

LYON & HEALY: (DEPT. D)  
You may send catalog and full particulars of your special offer of exclusive agency for the MAJESTIC SELF-PLAYING PIANO.

Name.....

City.....

State.....

## TALKING MACHINE AND ART.

John Philip Sousa Pays Great Tribute to the Talking Machine and Its Position in the Musical World, Although He Didn't Mean To Do So.

That is a most interesting suggestion which John Philip Sousa made at the recent copyright hearing in connection with the increasing use of phonograph and kindred machines, through which the productions of masters are brought to the people at comparatively small prices. The machines have been so perfected that at little outlay one may sit at home and hear a good programme in which standard operas and oratorios are drawn upon as well as the current popular plays and the lively selections of some famous band leader. The familiar old songs, long cherished in our literature, may be heard as sung by good singers, and, with an occasional bit of recitation or monologue, an hour may be spent in an enjoyable manner.

Mr. Sousa's principal interest is connected with what he believes is an infringement upon his rights as a composer. He says that in every catalogue of such machines and their supplies he is able to pick out anywhere from twenty to one hundred of his own compositions, for which, however, he received nothing in the way of royalty. This is an interesting problem, it is true. The band music can be purchased at regular rates from music houses. A band having paid the ordinary fee of 50 cents for a selection, or a larger amount for longer compositions, is at liberty to play these pieces anywhere, in the park stand with thousands listening, on an excursion boat, or even in concert where an admission fee is charged. The rights of the composer apparently cease when he sells his productions to the publisher. The talking machine is only another form of reproduction, and, if Mr. Sousa finds a hundred of his compositions catalogued he probably will have to accept the situation as one of the penalties of fame.

But, aside from this commercial question, Mr. Sousa makes another contention. People are getting to be so well satisfied with the machines that they are ceasing to sing themselves. The result is that the human voice is no longer heard as it once was, and the Cassandra-like prophecy of the bandmaster is that the vocal chords by reason of this disuse may become useless. It is doubtless if there is so much in this, properly remarks the Chicago Tribune, as in the other statement that, because of the popularity of the machines, there is a marked falling off in the sale of the banjo, the guitar and the mandolin. This seems natural. Many an individual has taken up one of these instruments with the purpose of meeting his need for music. Conscious of his failure to gain proficiency he has been glad enough to turn to the finished machine with its accurate reproduction for the enjoyment and comfort which his own feeble efforts have failed to give him. In like manner another, without even purchasing a mandolin, guitar or banjo, has found in the phonograph or the talking machine just what he needs to satisfy his desire for a little music now and then.

## A RATHER NOVEL SUIT IN DOVER.

(Special to The Talking Machine World.)

Canal Dover, O., June 30, 1906.

The Home Telephone Co. has been granted a temporary injunction preventing James Millin, proprietor of a moving picture show, from operating a large phonograph in front of the entrance of his place of business. The company claims that its operators are unable to give

## LATEST NOVELTIES

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

G. W. CORDOCK & CO.

High Street, Scunthorpe, Lino's, England.

proper attention to their work on account of the music, and the service is otherwise affected. A suit for damages to the extent of \$1,000 has been filed by the telephone company.

## "TALKERS" FOR SUMMER.

Big Call for Records for Dancing—Owners of Yachts Very Partial to the Talking Machine—Dealers Should Devote Attention to This Phase of Summer Trade.

There has been an unusually brisk summer trade for talking machine records, according to the reports of most of the large retail dealers in the city. For the most part, orders have been for from one to five dozen lots, and were to be packed for out of town shipments. In many cases these assortments are composed mainly of dance music, intended to take the place of the so-called orchestras for barn and similar dances. Yacht owners now regard talking machines as a very necessary part of their equipment, and they have been very heavy purchasers of records, mostly vocal. Country dealers will find it profitable to look after the boarders who possess talking machines, and arrange to supply them with the latest records, and save them expressage. There has also been a big demand for the cases in which to carry records and talking machines.

## HELPS TO SPREAD CIVILIZATION.

Other Uses for the Talking Machines Than as an Entertainer—Fills Many Important Roles in a National Way.

That the talking machine has been an active agent in the spread of civilization, in assisting exploration and in substituting peace for war, is shown by its history.

Col. Colin Harding, the English explorer of the wilds of central Africa, had many difficulties smoothed from his way by this instrument. Part of his projected journey through Barotseland and about the headwaters of the mighty Zambesi

river lay through a wild country peopled by blacks, who objected to the passage of a white man's expedition.

King Lewanika, of that country, approved of the expedition, but the difficulty was to transmit his wishes to the thousands of his subjects in the remote corners of his dominions.

The phonograph was brought into requisition. The Barotse sovereign uttered his commands into the instrument, and in this way records were obtained in which the monarch exhorted all his subjects to assist Col. Harding in every way.

Armed with these records, the explorer set out upon his hazardous journey. As he penetrated into the country, the native chiefs displayed unmistakable signs of hostility. On such occasions, the colonel simply set the talking machine in action, and the unsophisticated natives were almost prostrated by terror when they heard the tones of their august monarch proceed from what they termed the "speaking iron."

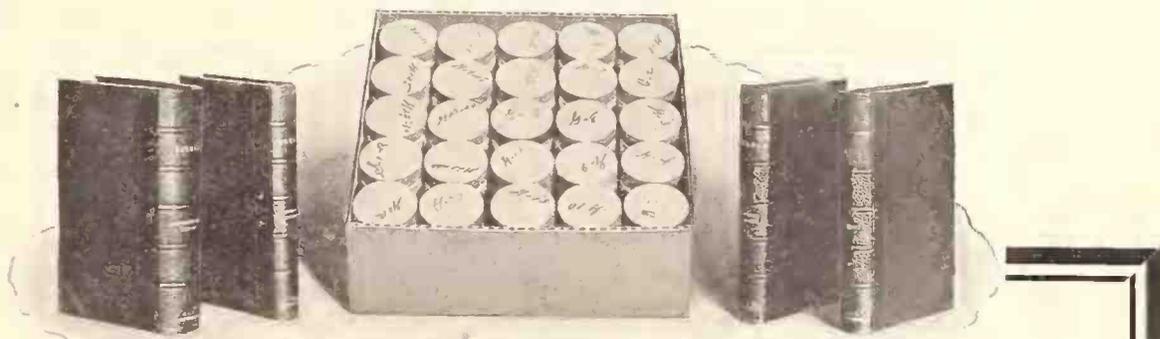
They looked at the instrument in awe and with gaping mouths, expecting every moment to behold the form or spirit of Lewanika to issue from the "witch thing." When they heard the royal commands they were very obeisant, and proffered their advice and assistance with the utmost prodigality.

In this way Col. Harding traveled over 8,000 miles without the slightest molestation and never had to use his rifle on a single occasion in self-defense against the blacks.

When the Americans were extending their occupation of the Philippine Islands, the people of a certain sovereignty manifested a disposition to rebel. The sultan was induced to visit a warship, and, while in the captain's cabin, was entertained by the productions of a phonograph.

So greatly was he pleased with the instrument, that he agreed to sign a treaty and "be good" if the phonograph was presented to him. This was done, the treaty was signed, and the sultan departed in high glee with his new treasure.

J. B. Kiusey, of the Crown piano store, Ft Wayne, Ind., has added a line of Talk-o-phones.



## Sell Them I. C. S. Records and Textbooks

You have many former customers who stopped purchasing records, either because they became tired of their phonograph, or because they found it too expensive an amusement. It would be worth a great deal to you to have these customers become purchasers again, wouldn't it? You may readily accomplish this by selling them I. C. S. records and textbooks. Those who have become tired of their phonographs as a fad, will be only too glad to turn their machines to some profitable account, and those who find it too expensive to buy amusement records, may be easily convinced that it is for their benefit to purchase this outfit, learn a language, and secure one of the fine paying positions as a translator or correspondent for some importing or exporting house.

The I. C. S. Language System has been approved by the highest educational authorities in the land, and by the French, German, and Spanish embassies. The pronunciation is guaranteed to be absolutely correct.

You are thus selling an article of real merit that will be of real benefit to the purchasers and of real profit to you, as has been proved by the experience of dealers who have tried it. Will YOU write to-day for full particulars?

### International Correspondence Schools

Box 918 SCRANTON, PA.

## I.C.S. LANGUAGE SYSTEM

WITH  
Thomas A. Edison  
PHONOGRAPH

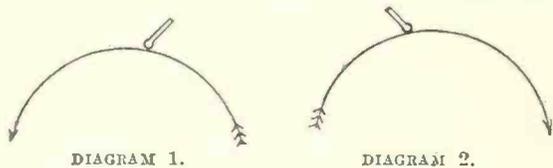
## PRACTICAL SUGGESTIONS AND COMMENTS.

### LARGER CYLINDER RECORDS.

William F. Hunt, the well-known dealer of Wanatah, Ind., writes as follows: "I notice that many people fail to understand why the present cylinder phonograph cannot accommodate a record about an inch longer than the standard size, owing to the mandrel being about that much longer than the record. If people would only stop to reason a little they would readily understand why this is an impossibility, or, rather, would prove unsatisfactory. Owing to the composition of the record being subject to expansion or contraction from change in temperature there must necessarily be allowed some play room on the mandrel, for when the record contracts it will not go on to the mandrel to its original limit, and if expanded, vice versa, therefore if the record was made the full length of the mandrel and feed screw one would be unable to play one end or the other, depending on the temperature of the record. Manufacturers also claim that it is impossible to at all times get the same diameter of bore in the cylinders, which is also the cause of some records going farther onto the mandrel than others. The manufacture of longer cylinder records is not an impossibility, as some people are inclined to think, but it must be understood that the manufacturers have to consider the commercial value of a thing if they wish to continue in business. It, however, appears to me that the general public would be quite willing to pay a higher price for machines to play longer records, especially since sound reproduction has reached its present high standard, the records would, however, have to be considerably longer than six inches, as the six-inch cylinder is but little better than the standard length."

### HOW TO SET REPRODUCER STYLUS.

Much has been spoken and written as to the various ways in which the best reproduction can be obtained, says Henry Graham in a London paper. The three all-important points are: The set of the stylus, the weight of the reproducer on the record, and the thickness of the diaphragm. The first is by far the most important, as it materially affects the other considerations; and if the stylus is not absolutely right, not only will the reproduction be poor but the record will suffer



as well. A reproducer stylus may be either button-shaped or ball shaped, but whatever its shape, it should always be a genuine sapphire, and not a glass bead. It is false economy to buy a glass stylus, as, in the end, it invariably ruins the rec-

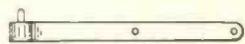


DIAGRAM 3.

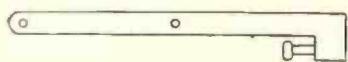


DIAGRAM 4.

ords. Care should also be taken that the sapphire is not chipped or misshaped in any way; and none of the fixative employed should be allowed to adhere to the business end of the stylus. The position of the stylus next engages our attention. Speaking generally it should be set at such an angle that it offers no resistance, but readily responds to the surface inequalities of the record groove. Diagram 1 shows the position and



angle of the stylus on the Puck and similar machines, on which the record runs toward the trumpet. In diagrams 1 and 2 the trumpet is

pointing to the left. In diagram 2 the proper position and angle of the sapphire, with the usual type of feed-screw machine, is shown. This is very similar to the first—only entirely opposite, as a native of the Emerald Isle would say. Diagram 3 shows the amplifying arm and stylus of the Edison B, which is fitted to old style gems. Diagram 4 shows the amplifying arm of the Edison C, but will do equally well with the Columbia Lyric, the main difference being that in the latter case the necessary pressure on the record is given by a spring and not a weight. Fig. 2 shows the stylus in correct position. In Fig. 1, however, the stylus is shown drawn out and at a sharper angle. This is done with a view to imparting greater impetus to the amplifying arm. This is a mistake, as the fantail thus needs extra weight to prevent the blasting which would otherwise occur. The second point—the weight of the reproducer on the record—can be settled in one sentence. With a properly adjusted stylus and a sufficiently pliant diaphragm, the weight may be anything up to  $\frac{3}{4}$  ounce. This weight is sufficient for even a large reproducer, with a 58 m/m. diaphragm. The pressure should never, on any account, exceed this limit, except where indestructible records are used. In the latter case the weight may be several ounces; that is, with a stiff mica diaphragm. The third and last point is the question of diaphragm thickness. A glass diaphragm selected carefully, in my opinion, is much sweeter and louder than mica. The thickness varies according to the weight and size of the reproducer, but as a standard I may say that about 7/40 m/m. will certainly be found best for a C reproducer.

### SPEED IN DISC AND CYLINDER MACHINES.

Arthur C. Mestraud, head of the Multiple Phonograph Co.'s new experimental plant in Massachusetts, writes: "It is lost time for any one to argue with Mr. Hunt regarding the art of record making, as it is very apparent, according to him, that he has nothing more to learn in that line. It is very unfortunate, however, that he should give statements concerning cylinders in proof of his argument on disc records. The two undoubtedly conflict. The 'much higher' surface speed alluded to was a change from about 140 to 160 revolutions per minute. The average cylinder record carries about 62 in 50, or 255 feet of record covered by the stylus in 2 min. 10.13 sec. The difference between the old-time speed (140) and the new (160) insured a noticeable improvement in tone notwithstanding the comparatively small increase in velocity. Should the speed be increased to 180 or 200 or even more, nothing like the former remarkable change for the better can be realized. Why is this, Mr. Hunt? Also why is there no material improvement in the quality of tone of a concert record, even a master, over the present 'gold moulded,' although the former's sound waves are over twice the length of the latter's? Since you aver that the speed has such a tremendous influence on the quality, tell me why the difference (if any) between the inner and outer circle of a disc is not nearly as great as the difference between the old style cylinder 120 or 140, and the new 160, although the inner sound undulations of the disc are only half as long as the outer. In other words, and figuratively speaking, the inside of a disc record only runs at half or less the speed of outside and the tonal improvement is so remote as to be almost imperceptible, and yet the difference created in a cylinder by an increase of only 20 revolutions in 160 is so great?"

### WHY 1 15-16 INCH DIAPHRAGM IS USED.

Mr. Mestraud also offers the following explanation to Mr. L. A. Wilcox's demand for information as to why the National Co. have stuck to the 1 15-16-inch diaphragm. After experimenting considerably upon the subject they found that in order to get better results from a larger diaphragm a greater weight must be brought to bear upon the record than the one now in use, and in order

to obtain anything like an improvement (applying, of course, the existing style of leverage in use by them), the record would have to be sacrificed at a single playing, on account of the great increase of weight pressure necessary to vibrate a diaphragm sufficiently large to show the improvement.

### TO BE OBTAINED FROM COMMON SEWING NEEDLE.

Many peculiar little experiments can be tried by the uninitiated, and may engender more useful results by those that way inclined, says Mr. Mestraud, in a communication to The Talking Machine World. A very sweet but low tone can be obtained from a disc record, by substituting a common sewing needle, broken near the center, so as to leave it about one inch long, for the regular disc needle.

### THE HAND AS A SOUND BOX.

The impression seems to be prevalent that the human flesh is a positive non-conductor of sound on account of its elasticity. This is in a measure disproved by the following experiment. Take an ordinary disc needle and hold it firmly between the thumb and forefinger of the right hand, allowing the point to rest with moderate pressure on a disc record in motion. The needle will follow the track of the record the same as if attached to a sound box, and the nature of the selection clearly made out, even to the extent of plainly distinguishing the words of a song.

### A GOOD SOUND MODIFIER.

A very good sound modifier can be made by the use of an iris diaphragm, such as used in photographic lenses to reduce the quantity of light desired in making an exposure. I made a regulator this way, using the iris from an old discarded lens, and the result is the most satisfactory I have ever had from a modulator, as any aperture can be secured from 1-16 to  $\frac{3}{4}$  of an inch, as an outlet for the sound, thus reducing the capacity of a reproducer from the greatest to the lowest extent.

### SOMETHING ABOUT DIAPHRAGMS.

A common circle cut from a postal and dipped into ordinary carpenter's glue to give it rigidity makes a very satisfactory diaphragm. Brass (5-1000 in. thick) makes a very deep, sweet tone, but lacks volume and body. Aluminum is better, celluloid still more so, but mica so far is the leader. Wood offers quite some scope to the experimenter as a diaphragm on account of the variety to choose from. Different kinds give different results, and I must say that I have gotten some very satisfactory results from certain hardwoods, both in quality and quantity of tone.

A "dead" diaphragm is one lacking "ring." Oftentimes a mica diaphragm can be noticeably improved by the application of a coating of ordinary orange shellac varnish, and then being enclosed into partial vacuum to withdraw the alcohol. A very thin coating only must be applied.

### USING THE NEEDLE TWICE.

Some time ago a correspondent of The Talking Machine World imparted the idea that he discovered something of "great" interest, viz.: That he could use a needle for disc record twice by turning it around. In this connection we are in receipt of a letter from an English correspondent, who says: "The reason a needle should only be used once is because the outside or casing of the needle is harder than the inside. When a record has been played the point of the needle is worn, and thus exposes the soft part to the record, and a soft needle will wear away a record sooner than a hard one. If he doubts my word, let him sharpen a chisel on a very hard oilstone, and then on a soft one, he will then soon find out which has the most scouring properties. As to turning the needle round or half-way round, do not do this on any account. It is a most dangerous practice and will ruin your records. When a needle has been used, the point is worn flat, and being at one angle it forms a 'miter,' like the corner of a picture frame. You will thus see at once what a sharp instrument it makes for cutting into your records. I should like to say a word or two on the imaginary annoyance of hav-



ing to change the needle every record. The talking machine is a lovely instrument, but much abused. Some people seem to think the records should be rushed through one after the other like the films of a cinematograph. A little time should be taken between each record, your little concert would last longer, and you would not be tired when it was finished. Another point, when the machine has once started and is going all right, leave it alone. A short while ago I was listening to a machine. The operator was a young lady, who, as soon as the machine had nicely started, could not leave the winding crank alone, also twisting the regulator in a most annoying manner, as if there was no time between the pieces. I felt inclined to kick the whole thing over, or consign her to regions the temperature of which does not require the use of an overcoat. It is such people as these who want educating to use the talker as it should be used."

#### RESTORING WARPED RECORDS.

It sometimes happens that a disc record will warp, either from continued standing on edge, as in the dealer's rack, or from close proximity to a stove or heater. When warping occurs, the face of the record covered with grooves, and offering the least resistance is naturally affected, the grooves closing up and making it impossible to properly reproduce the piece. There is a simple way, however, for returning the record to its normal shape, namely, by placing it face downward on a flat surface under a heavy pane of glass and allowing the sun to shine on it.

The Collinwood (O.) Citizen has negotiated with the Columbia Phonograph Co. to take orders for their machines, and has advertised the Twentieth Century Columbia in a very extensive manner. Orders are taken at the offices of the paper, where a sample line of Columbias is on exhibition.

M. H. Watrous has opened a new store in Susquehanna, Pa., where he handles the Victor, Edison and Zon-o-phone talking machines and records as well as a stock of sheet music.

### TALKING MACHINE ARTISTS.

#### A Knowledge of Their History Will Greatly Facilitate the Sale of Records.

Very often customers will ask questions concerning the artist who is responsible for their favorite selections, and if you are in a position to inform them fully, you will increase their interest and your record sales simultaneously.

It is a fascinating fad to collect the biographies, photographs, etc., of the people who sing and play into the horns and, taking advantage of this fact, a dealer may become famous in the eyes of his customers, not only as a dispenser of talking machines, but as a historian as well.

No talking machine concert is complete without some little anecdote of the artists being introduced between records. For example, we will suppose that Jones has called on Brown to hear some of his latest selections. He is at ease in a lounging chair, a good cigar between his teeth, and a glass of something cold at his elbow. Brown has just played "Lasca" for him, and he has become so intensely interested in the superb rendition that his thoughts are far away by a silent grave in Texas, down by the Rio Grande. Brown rouses him with the question: "How did you like it?" "Fine! excellent! I can find no words to express my admiration for Mr. Davenport; I believe that was the name given on the announcement of the record. Do you know anything about him, Brown?" His voice is eager, for he desires to learn something of the man who can recite so splendidly. "Why, yes," Brown answers, "my dealer posted me regarding him. He is an actor, at the present time supporting Mr. Hitchcock in 'The Galloper.' And, by the way, he is at the Lyric this week." Jones is more enthusiastic than ever now. "We'll go!" he cries, "and the tickets are on me."

The above is simply an illustration of the many good times a dealer can throw in the way of his customers by posting them concerning the histories of the artists whose voices and the

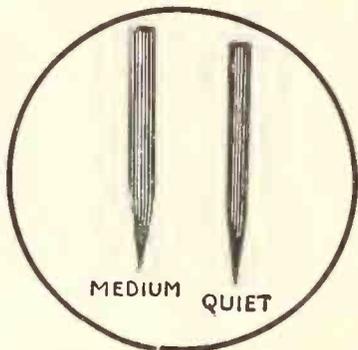
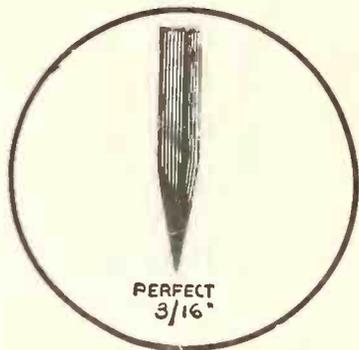
sound of whose instruments are engraved on the records he sells.

### SOUSA AND PHONOGRAPHY.

Remarks at Copyright Hearing at Washington Subject of Much Comment, Pro and Con —Frank Carr Twits Him Poetically.

John Philip Sousa's remarks at the recent hearing in connection with the new copyright bill, have been the subject of much comment in the daily papers. Some writers, who have yet to learn that the talking machine is no longer a toy, but a perfected medium for the interpretation of the best vocal and instrumental music, have been writing silly prattle; other writers have recognized in Sousa's statement a compliment to the "talker" inasmuch as it is a "foeman worthy of his steel." Frank V. Carr thus sums up the situation in the Green Bay (Wis.) Advocate:

Phil Sousa says the phonograph will sorrow soon be bringing  
Into this world,—he makes me laugh—he says there'll be no singing  
Or playing of pianoforte; the time will soon be coming  
When Pompey will not Dinah court as banjo he is thrumming.  
The phonograph and graphophone we will consign to the attic—  
All instruments to music known; songs plain and operatic  
Will not be sung by human voice, so says the famed bandmaster,  
Well, sometimes, if I had my choice, that would be no disaster,  
For I have met with those who thought the whole world should be ringing  
With praises that should come unsought from those who heard them singing.  
And we, who listened, thought them punk, them we would like to muzzle,  
Do they themselves or hearers bunk? this to me's a great puzzle.  
If Sousa ever lived around where some players were thumping  
A piano, at every sound or player he'd be jumping,  
Or had he ever heard, like me, some singers loudly screeching,  
The merits of phonography Phil Sousa would be teaching.



## NEEDLES

### The Cheapest Needle

IS THE ONE THAT GIVES BEST SERVICE.  
THE BEST IS THE CHEAPEST IN THE END.

### Our Needles are Best

Write for full particulars.  
Samples sent free to Dealers.

If you try them once you will want them always on hand



Price **5.00** Each

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

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

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

**AMERICAN TALKING MACHINE COMPANY**  
586 FULTON STREET, BROOKLYN—N. Y. CITY

**Largest Talking Machine House in the City**

**VALUE OF WINDOW DISPLAYS.**

**Opportunity of Introducing Many Pleasing Novelties That Will, at Once, Attract and Interest—No Better Salesman for the Dealer Than a Well Dressed Window.**

Strolling through a city district where talking machine stores are numerous, did you ever notice the very great difference manifested in the appearance of window displays? Some attract you through their beauty and cleanliness, while others, replete with dust and cobwebs, apall you and you turn away in disgust. Believe me, there is just as much difference in the manner in which windows are dressed, in the talking machine trade as in any other line, and it is a grave mistake, for no other business affords better facilities for attractive and even brilliant display than that of talking machines.

It is a field in which numerous novelties may be introduced in a striking manner to catch the eye and tempt the purse of the casual passer-by. For instance, if a dealer desires to create a run



AN IDEA FOR SUMMER WINDOW DISPLAY.

on one particular selection, as is often the case, he can readily do so. We will take, for example, "Cheyenne," the cowboy love song which is so popular just now. A window filled with the regalia of the western plains, saddles, spurs, rifles and revolvers, and if the Indian side is to be represented, Navajo blankets, bows and arrows arranged in an artistic manner will collect a crowd of the curious immediately.

To add still further to the pleasing effect, the selection may be played upon a talking machine inside the store and the sound allowed to travel through a tube into a horn outside, thus demonstrating the same to the people in a clear manner without the aid of placards.

There are stores in every large city which make a specialty of novelties of all kinds, and it is a very easy matter to rent enough material for a window display at a small cost, and sometimes, as the writer knows by experience, these stores can be induced to furnish it free if a small return in the way of advertising is promised. This is accomplished by placing a small card in the window stating the fact that "The contents of this window are loaned through the courtesy of Smith & Co.," or whoever may be responsible for the donation. There is scarcely a record in any talking machine catalogue that

could not be featured in this manner, varying the display according to the selection.

A great many suggestions welcome to the vacationist about to start on a trip to the mountains, country or seashore can be given through the medium of a showy window. A miniature camp with a little mountain scenery in the background, a glass lake, a stump or two, and perhaps a lay figure, may be arranged and, of course, it is very essential that the talking machine should play the chief role as entertainer. Have you ever been on a camping trip in company with a talking machine and a good supply of records? There is nothing really more restful, more thoroughly satisfying after a hard day's tramp or row, than to sit by the embers of a fire in the silent woodland far from the abode of man, with a briar pipe between one's teeth and a talking machine singing to you some sweet love song.

In the smoke rings a pretty face appears, and you sigh for the little girl who is awaiting your return in the great metropolis, but the sigh is one of happiness, for she is yours and you are content.

Then your thoughts turn to the afternoon you were attracted by the window display of a talking machine store and paused to examine its beauty. You remember that you went inside and enjoyed a courteous explanation of the many good points of the talking machine. You recollect also that you went home one hundred dollars lighter in pocket, but you do not regret it; no, you are glad that through the great inventive genius of man has come an instrument so tender, so human, so inspiring as the one on yonder log, and knocking the ashes from your pipe, you wrap your blanket about you and lie down to peaceful slumber. HOWARD TAYLOR MIDDLETON.

**"TALKER" AS A SPIRITUAL FORCE.**

**How It Helped to Stimulate the Religious Fervor of Our Colored Brethren at a Camp Meeting in North Carolina.**

Persons who have spent any time south of Mason & Dixon's line have most likely visited at least one of the camp meetings held by the colored population and noted the extreme lengths to which their religious fervor will carry them. Their ministers and evangelists can so overcome them with an almost barbaric force of oratory that hysterics are the frequent result, and anything suggesting the supernatural affects their minds to a most remarkable degree.

A Southern paper recently told how a couple of young North Carolinians took advantage of the above conditions at a camp meeting held in Anson County, that state, to perpetrate a practical joke that, while it afforded considerable amusement for a number of younger whites, almost killed off a part of the negro population from fright.

It seems the camp meeting was to last three days and was held in a grove of very large trees in a decidedly rural district. Upon looking over the ground one of the jokers noted a very large tree that was hollow, and with an opening about twenty feet above the base; then the inspiration.

As the names of many of the colored brethren were known to the villains in the plot, the success of the scheme was already assured.

First, means were provided inside the hollow tree for making it possible to readily climb up the interior to the hole already mentioned. Here a small platform was erected and a talking machine placed thereon, with the visible parts of the horn covered with flat black paint to avoid detection.

Outside the hole a dummy was rigged up with outspread wings and flowing white draperies and clutching a trombone in lieu of a trumpet. This was to represent the angel Gabriel, The records were then made, and everything was ready for the trial.

The first two nights of the meeting were devoted to stirring up enthusiasm, and the third night was when the revivalists expected to reach the climax and induce the majority of those present to "get religion." Their plan worked to perfection. Preacher after preacher got up and exhorted the sinful until, as was usual, one called upon the Lord to give some token of his presence. Then the man in the tree got busy, as did the talking machine and "angel." With the flapping of wings and the growls of the record the fun started. First, the assembly was informed that their time had come in a way that caused eyes to look like porcelain knobs on a walnut door, and bodies to become fixed with horror. Then the chicken stealings of Eph. Brown were commented upon, as was the gambling of Noah Axman, the drunkenness of Sam Moody, and in fact the pet failing of about two dozen of the leading lights among the brethren, and in no instance was mercy shown by missing details. When the lecture paused through the necessity of changing records, the frightened ones thought it was the end of life, but in a few seconds the fateful voice again rent the air. Finally the supply of records was exhausted, and by a set of strings attached to different parts of its draperies the "angel" was whisked out of sight in a flash of flame, the result of flashlight powder, and those of the unwilling audience who were not unconscious or rooted to the spot started to hit the high places in the landscape in an endeavor to escape the apparition. One man ran for over ten miles before he dropped from exhaustion. The next morning several men and women were found on the grounds still too affected to move, and it seems as though there would be no more camp meetings in that section for some time to come. And an innocent talking machine was guilty of it all.

**NEW WAY TO STOP "TALKERS."**

A dispatch from New Orleans, La., says that St. Charles avenue residents have paid \$4,000 for a phonograph shop that they may close it and stop the noise. Evidently these people have no music in their souls. Next they will stop piano playing, singing, *et al.* Think of going back to the old Puritan days in that city of the Latins—New Orleans. What next?

## General Supplies

*is Our Specialty.*

**Why not get in touch with us? We can save you money!**

WE KNOW VERY LITTLE ABOUT AN AIR SHIP,

But when it comes to **Talking Machines**—well, "That's All."

**THE EDISONIA COMPANY, Newark, N. J.**

**A. O. PETIT, President**  
Established 1893 Incorporated 1899

## TRADE HAPPENINGS IN CLEVELAND.

Manager Probeck Banqueted by a Host of Friends on Birthday—Progressive Man Is W. J. Roberts, Jr.—New Miniature Theatres Opened—He Heard the Voice of a Friend—The News of the Month in Detail.

(Special to The Talking Machine World.)

Cleveland O., July 6, 1906.

That Cleveland is a good talking machine town is evidenced by the large number of dealers and the large volume of business they are doing. Local dealers of talking machines and records generally report trade good, though this is considered the dull season.

Manager G. J. Probeck, of the Columbia Phonograph Co., said they were doing the usual amount of business, and that prospects were flattering. Mr. Probeck is a very popular young man, and well liked by the attaches of the establishment over which he presides. A few nights ago, as he was quietly resting at home, after an arduous day in his office, he was called to the door by an attache and told that he was wanted at the store, as a very important matter had been overlooked by him, and which required immediate attention. Hastily donning his coat he hurried to the store, and when he arrived was the most surprised man in seven counties. The counters, tables and goods had all been relegated to the wareroom, and in their place a banquet table was spread, embellished with flowers, with some fifty friends in waiting to greet him. He was apprised that the occasion was in commemoration of his birthday, which they desired to celebrate with him. At the close of the banquet, A. W. Robertson, in an appropriate speech, presented Mr. Probeck with an elegant gold chain and Masonic charm, the gift of his employes. Though taken so completely by surprise, Mr. Probeck managed to feicicitously respond, thanking them most heartily for their interest in his welfare and for the beautiful present. He says he prizes the gift more highly than anything in his possession, presented, as it was, by employes of the office. The dishes and tables, after justice had been done the choice menu, were removed, and everybody danced to the music of the Twentieth Century Graphophone.

The Columbia Phonograph Co. have recently established a commercial graphophone department, which has started out under the supervision of H. E. Jones, with the most flattering success.

A prominent dealer stated that during the past twelve months the talking machine business had increased 200 per cent. in Cleveland, and was still on the increase.

One of the oldest dealers in talking machines in Cleveland is W. J. Roberts, Jr. He entered the phonograph business in 1898, with L. L. Berger. They purchased the Edison Phonograph Co., then located in the Arcade, and continued the business under that name for about a year, when they changed the style of the firm to the Berger Phonograph Co. In 1901 Mr. Roberts purchased Mr. Berger's interest, and conducted the business in his own name. In May, 1904, he opened a branch store at the corner of Erie and Huron streets, and continued jobbing the Edison and Victor machines from the Huron store. May 15, 1905, Mr. Roberts sold out his entire business to the Eclipse Musical Co., who soon after sold the store corner of Erie and Huron to the Cleveland Phonograph Co., and which was repurchased by Mr. Roberts, June 6, 1906. For the present Mr. Roberts will conduct a retail business. He is making a number of improvements, such as re-decorating and refurnishing, and when completed he will have one of the prettiest stores of its kind in the country. He stated business was very fair, considering the season of the year.

At the Bailey Co.'s department of the Columbia Phonograph Co. they are doing a fine trade. The company carry a good stock of machines, records and supplies.

W. H. Buescher & Son, 242 Erie street, report business fair, though it has fallen off some in the last two weeks. Their store is well stocked

with Victor and Edison machines and records. They have just opened a retail store at No. 254 Prospect street, in the Y. M. C. A. building. It has been fitted up in Flemish oak in a substantial and at the same time very ornamental style, and they have two as fine rooms—demonstrating and sales—to be found anywhere. Their stock of Victor and Edison machines is large and complete. This store is under the management of Hugh Gulley, an old and experienced talking machine man, and he is catering to the better class of retail trade, the jobbing trade being confined to the old store.

W. H. Buescher has also just opened up the "Penny Arcade and Moving Pictures," under the firm name of the "Marlo Amusement Co.," at Nos. 236-38 Erie street. It is said to be one of the finest in its fittings and furnishings in the country, and is well patronized.

The Eclipse Musical Co., under the management of T. H. Towell, president and treasurer, occupy fine rooms at their main store, No. 714 Prospect street, in the Electric Building. They are jobbers and retailers of Victor talking machines, records and supplies, and exclusive jobbers of Edison phonographs. Mr. Towell said that business was good, and that the prospects for a good fall and winter trade were never better.

The "Bijou Dream" a miniature theater, has just been started next door to the opera house, wherein "life is reproduced by the Edison cinematograph." The rental of the place is high in the thousands, and it has been expensively fitted up, seating two hundred. The promoter of this place has had sufficient faith in the desire of the public to spend its nickels to prompt him to incur an expense of \$10,000 to \$15,000 annually. And his friends say he will "make good."

A man, twenty-five or thirty years of age, attracted a crowd about him at one of the penny exhibits the other day by loudly exclaiming: "It's she! I know her voice! It certainly is her!" as he dropped the ear tubes from a machine that was emitting the words of a popular song, sung in a mild soprano voice, he picked them up again excitedly, and heard the piece through. With less nervousness he put another

penny in the slot, and as he intently listened, oblivious of the crowd about him, he leaned on the machine and cried like a child. A sympathizing bystander called the stranger to one side and inquired the cause of his grief. He said that he recognized the voice of the singer. That it was that of a girl he had known in his school days, in a central Ohio town. She had gone to New York, where, after indifferent success in amusement places, had died, with no friends near to cheer her as she ended her mortal life.

## THOUGHT CIRCUS HAD COME TO TOWN.

(Special to The Talking Machine World.)

Collinwood, O., July 10, 1906.

Residents within a radius of half a mile of the Gunn Block were treated to a high class free concert one afternoon last week. A giant Twentieth Century Columbia Graphophone in the third story of the building rendered band, orchestra and vocal selections with a power and clearness of tone that was equal if not superior to the original. Every selection could be heard distinctly for many blocks around, and a number thought it a premature arrival of the circus until the graphophone was located. The managers of Gunn's hall were so pleased with this famous Columbia machine that they at once opened negotiations with the owner, Frank A. Bowman, for the use of the machine for a dance, for which it is especially adapted. A grand Columbia dancing party will shortly be given with special new dance music for the occasion.

## A NEW LINE OF FLOWER HORNS.

The Hawthorne & Sheble Mfg. Co., of Philadelphia, announce a new line of flower horns for the fall trade. These horns are made in a superior manner, particular attention being paid to the general finish and decoration. The new line of horns are called "Artistic Flower Horns," and their neat decorative designs, as well as the brilliant and exclusive colors employed warrant these horns as being classed as works of art. The samples are now on exhibition at their factory, and they expect to have them ready for the fall trade.

## Needles Free To Prove Quality

"THE BEST THAT MONEY CAN BUY"

*Playrite*  
TRADE MARK

### NEEDLES

"THE NAME TELLS WHAT THEY DO"

Best for VOLUME, TONE and LASTING QUALITY. PLAY RIGHT from START TO FINISH.

PRESERVE RECORDS and can be used on ANY DISK MACHINES or RECORD. Packed only in RUST PROOF packages of 100. RETAIL, 10c. per 100; 25c. per 300; 75c. per 1,000.

*Melotone*  
TRADE MARK

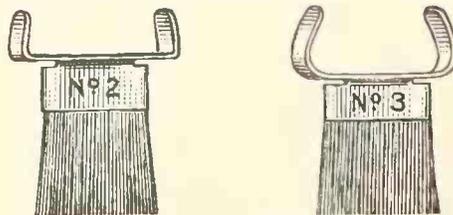
### NEEDLES

"GIVE A MELLOW TONE"

REDUCE VOLUME and DON'T SCRATCH. Make records last longer. Each "MELOTONE" NEEDLE can be used SIX times without changing. Can be used on ANY DISK MACHINE OR RECORD. No special attachments needed. PACKED only in RUST PROOF packages of 200. PRICE, 25c. per package.

FREE Samples of "Playrite" and "Melotone" Needles to Dealers or Jobbers who write on business letter head. Special Prices to Jobbers and Dealers. Write Now.

### New Style Place Record Brushes.



PATENT ALLOWED.

No. 2 fits Standard or Home.  
No. 3 fits Gem or Triumph,

on Old or New Style Models.

LIST PRICE, 15c. EACH.

We give DEALERS and JOBBERS a GOOD PROFIT. WRITE for DISCOUNTS and Samples.

The Place Brush clamps under the speaker arm and AUTOMATICALLY removes all dirt or dust from the RECORD, so the sapphire runs in a CLEAN TRACK and insures a GOOD REPRODUCTION.

WE OWN THIS INVENTION and WILL PROSECUTE INFRINGERS.

MANUFACTURED BY

**Blackman Talking Machine Co.,** J. NEWCOMB BLACKMAN, Prop  
"The White Blackman."

GET THE BLACKMAN HABIT AND  
YOU WILL KEEP IT

97 Chambers Street, New York

*The Talking Machine World,*  
*July 15, 1906.*



*THE MARVELOUS*  
*SEARCHLIGHT*  
*HORN*

*FOR DESCRIPTION SEE OTHER SIDE*

# THE MARVELOUS SEARCHLIGHT HORN

IS MORE THAN  
**100% STRONGER**  
AND  
**40% CLEARER**  
THAN ANY HORN EVER  
MANUFACTURED

REPRODUCES THE FULL STRENGTH OF THE RECORD

Sold only through Jobbers.

Send to your Jobber for Samples

MANUFACTURED BY THE  
SEARCHLIGHT HORN COMPANY

753-755 Lexington Avenue,

Borough of Brooklyn, New York

### Distributed by

ATLANTA PHONOGRAPH CO.,	- - - - -	Atlanta, Ga.
DOUGLAS PHONOGRAPH CO.,	- - - - -	New York
LYON & HEALY,	- - - - -	Chicago
MINNESOTA PHONOGRAPH CO.,	- - - - -	St. Paul, Minn.
NATIONAL AUTOMATIC FIRE ALARM CO.,	- - - - -	New Orleans, La.
POWERS & HENRY CO.,	- - - - -	Pittsburg, Pa.
SPOKANE PHONOGRAPH CO.,	- - - - -	Spokane, Wash.
TEXAS PHONOGRAPH CO.,	- - - - -	Houston, Tex.
WELLS PHONOGRAPH CO.,	- - - - -	Philadelphia, Pa.

Put a Line in Your Window and Stimulate Your Business

## HORACE PETTIT'S ARGUMENT AT FAMOUS COPYRIGHT HEARING.

His Amendment Accepted—Some Interesting Extracts from the Official Report of the Hearings Before Joint Senate and House Committees in Which the Purpose and Scope of the Talking Machine Are Referred to and Which Are Worth Perusing.

When the argument, submitted by Horace Pettit, counsel of the Victor Talking Machine Co., Camden, N. J., at the hearings before the joint meeting of the Senate and House Committees on Patents, to amend and consolidate the acts respecting copyright, was delivered June 6, his remarks were necessarily curtailed in the last issue of *The World*, to admit of a general presentation of the views expressed pro and con for the talking machine industry. Since then, however, the official report of the proceedings has been published by the government, and as Mr. Pettit's attitude toward the bill has occasioned wide comment, from the fact, possibly, that R. L. Thomae, connected with that company, was present at several of the copyright conferences, supposedly as the representative of the trade, they are given in full, as follows:

## VICTOR COMPANY WANTS TO BE EQUITABLE AND JUST.

I represent the Victor Talking Machine Co. While I am not here as one of the advocates or proponents of the bill, it is very fitting, I think, at this time, immediately after Mr. Sousa's and Mr. Victor Herbert's appearance, that I should state what we have to say in regard to the talking machines. It may be that Mr. Herbert and Mr. Sousa have been somewhat abused by the talking-machine companies. They, however, certainly do not show it in their appearance.

Our position is to be equitable and just in the matter. We believe that there should be protection, and we are willing that this bill, with certain amendments we have to suggest, should be passed, substantially on the lines indicated, so that the composer should have the protection against his music or his compositions being copied on a record of a talking machine; with the understanding, however, that it does not apply to subsisting copyrights. I believe that is the understanding as expressed, although there is some ambiguity in the language, and, therefore, I would suggest that section 3, in that regard, be modified, either by striking out the section or by adding to it. Section 3 reads: "SECTION 3. That the copyright provided by this act shall extend to and protect all the copyrightable component parts of the work copyrighted, any and all reproductions or copies thereof, in whatever form, style, or size, and all matter reproduced therein in which copyright is already subsisting, but without extending the duration of such copyright."

I therefore would add to that, in view of that somewhat ambiguous language: "And provided, That no devices, contrivances, or appliances, or dies, or matrices for making the same, made prior to the date of this act shall go into effect shall be subject to any subsisting copyright."

## TALKING MACHINE COMPANIES SHOULD BE PROTECTED.

This, I believe, is the intention of the framers of the bill, although it is somewhat doubtfully expressed. So much in that regard. Further, gentlemen, if the talking machine companies are to pay the author and composer, as they will under this act if passed, a royalty on the copyrighted compositions, the talking machine companies should also be protected. We might pay Mr. Herbert or Mr. Sousa or Mr. Caruso, or any of the opera singers a thousand dollars for making a record. It is perfectly possible, within the known arts, for that record, after we have made it, to be reproduced by a mere copper-plating process by somebody else and copied, so that we would pay the thousand dollars or so and have no protection against the party manufacturing a duplicate of it. Therefore, not only for that reason, but for the other reasons which I shall briefly mention, the talking machine manufacturers should be entitled to register the particular records which they prepare, and that, therefore, should be included in the act.

The bill evidently is intended to cover talking machine records, although it is somewhat doubtfully expressed. Section 4 is the section upon which everything more or less hangs, and that is: "That the works for which copyright may be secured under this act shall include all the works of an author." That is all that it says in that regard. The purport, however, is to cover substantially everything that was covered by the former copyright act. In section 18 the different things copyrighted are specified, in which section the duration of the terms are provided. Section 18 states, for instance: "For twenty-eight years after the date of first publication in the case of any print or label relating to articles of manufacture." Then comes a proviso, and then: "(b) For fifty years after the date of first publication in the case of any composite or collective work; any work copyrighted by a corporate body or by the employer of the author or authors; any abridgment, compilation, dramatization, or translation; any posthumous work; any arrangement or reproduction in some new form of a musical composition; any photograph; any reproduction of a work of art."

I would suggest that you include in there, after the word "composition," the words "any talking machine record," so that there would be no room for doubt but

what talking machine records are intended to be included. For this purpose I would also amend section 5 by adding before the word "phonographs," the following: "(j) Talking machine records."

## RECORDS TO BE READ AUDIBLY, NOT VISUALLY.

I want to say one more word in that regard: The talking machine record is a new art. At the time that the former acts were passed and the Revised Statutes it had not acquired the state of perfection in which it is to-day. The talking machine is a writing upon a record tablet—not to be read visually, but audibly to be read through the medium of a vibrating pencil engaging in the record groove. This reproduces the thing that is uttered, in the characteristic manner in which it is uttered, and therefore that particular thing ought to be the subject-matter of a property right.

For instance, we might say that a particular piece would be sung or played by some country brass band, such as Mr. Sousa alludes to. The instrumentation there of that particular piece as recorded would be as different from the instrumentation of the particular piece when played by Mr. Sousa himself, from the stage of one of the great opera houses, as could be imagined; and what should be protected there is the particular instrumentation as it is played by Mr. Sousa, as he has rendered it. The same thing applies to any orator, or any actor, or any recitationist. It is a picture of the voice, as perfectly as a photograph is the picture of a man, or of a thing; and all the personality and all the characteristics of speech of the man uttering it are there recorded.

MR. BONYNGE (of the House Committee). Do you mean that if that lecturer delivers the lecture to one of the talking machines that you should take a copyright upon that disk, or whatever it is, that record, I suppose is what you call it, so as to prevent him from giving another reproduction of the same lecture to another talking machine?

MR. PETTIT. No, sir. That would be his right. His lecture is copyrightable. He has a perfect right to copyright that in the ordinary manner, and he has the further right, if he pleases, to have it copyrighted through the means of a talking machine record, or, with his permission, we could do so. But wherever the thing is primarily copyrighted we could not use it in any sense without his permission.

MR. BONYNGE. Yes; but after he has copyrighted it and you have got his permission to use it in your particular talking machine and have paid him whatever you may have agreed to pay him as compensation for the use of it, would you seek to prohibit him from giving that same lecture to another talking machine?

MR. PETTIT. That would depend entirely on the terms of the contract; but that is not the idea at all. It is merely the means of recording a voice, the production of a particular man or band, or instrumentation, with all the characteristics of that particular voice or instrumentation, which we think should be subject to copyright. There should be no question but that the particular characteristic utterances of a singer, or recitationist, or of an actor, or of an orator, or the particular instrumentation of a pianist, or leader of an orchestra, etc., independent of the composition itself, whether it is copyrighted or not, should

be equally entitled to protection, as a photograph or reproduction of a work of art.

## A TRUE WRITING OF THE VOICE.

The present-day thoughts and ideas may be recorded and reproduced through this new form of writing—that is, by recording the uttered sound upon a properly prepared surface in a sound groove, by which the varied undulations of the voice are formed in the groove by corresponding undulations, lateral or vertical. Here we have a true writing of the voice, recording uttered sound, recording not only words, thoughts and ideas, but also recording the special particular expression and characteristic method of speech employed by the person uttering the sound. In other words, we have the exact voice, with all its individuality recorded, to be reproduced through the medium of the reproducing device employing a stylus operating in the groove.

Certainly a sound record is within the contemplation of the Constitution and should be unquestionably included in this proposed new act relative to copyrights. It matters not whether the subject-matter of the record is otherwise copyrightable or not. If the piece played is copyrighted as a musical composition it cannot be reproduced on a sound record, in accordance with the bill, without the permission of the composer. A Paderewski, however, may play the copyrighted selection, and a record of his rendition of it, with all his personality and individuality thrown into the piece, should be entitled to a copyright on a sound record for reproducing purposes.

This is true, also, of the voice of a Caruso or a Melba singing either a copyrighted or uncopyrighted piece. It is true, also, as a further illustration, of the recitation by Henry Irving of "Eugene Aram's Dream." What is here copyrighted in these records is the individuality and personality of the rendition by the performer. It is the picture of the voice or of the instrumentation as, for instance, a copyrighted photograph is a picture of a person or thing. Should another performer play the same piece played by a Paderewski the personality of Paderewski would be absolutely wanting, and the same difference between the two performances of the same composition would be in the respective sound records as would exist at the actual performance of the respective pieces. The same difference between Caruso's rendition of a selection from *Rigoletto* and a concert-hall singer's rendition of the same would exist in the sound record and the reproduction therefrom as would exist in the actual singing of the selection. This is true regarding the personality of every voice and instrumentation recorded.

## A CHARACTERISTIC REPRODUCTION COPYRIGHTABLE.

A large portion of the selections, musical and recitatorial, on talking machine records are not copyrightable or copyrighted. These records, however, with all their originality, personality of the recitationist or singer, and peculiarity of arrangement, etc., should be copyrighted, and the private competitor prevented from purloining an artistic and characteristic production.

So-called talking machine records in this respect differ quite materially from the mechanical organ and piano for the reason that a so-called talking machine record is an exact record of all the modulations, and all the characteristic articulations of the voice, as well as of all the characteristics of an instrumentation. In other words, it is an exact picture of all the merits and demerits of the original, and the original is reproduced with an exactness, so that frequently, at a distance, in the present perfected state of the art, the reproduction may very well be mistaken for the original.

This record of the voice and instrumentation for



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

LYON & HEALY, Chicago, Ill.  
SHERMAN, CLAY & CO., San Fran., Cal.  
SHERMAN, CLAY & CO., Oakland, Cal.  
SHERMAN, CLAY & CO., Seattle, Wash.  
OLIVER DITSON CO., Boston, Mass.  
J. E. DITSON & CO., Philadelphia, Pa.  
C. H. DITSON & CO., New York.  
JOHN 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.  
CARLIN & LENOX, Indianapolis, Ind.  
FINZER & HAMMEL,  
Louisville, Kentucky.  
O. K. HOUCK PIANO CO., St. Louis, Mo.  
A. NOSPE, Jr., Omaha, Neb.  
S. KANN SONS & CO., Washington, D. C.

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

sound reproducing is an art which was not commercially available or perfected when the earlier copyright laws were passed, and therefore was not included.

The following was submitted by Mr. Pettit at the meeting of June 8, 1906, embodying his proposed amendments to the bill:

*"To the Honorable Joint Committee of the Senate and House of Representatives.*

"Gentlemen: Referring to the proposed bill 'To amend and consolidate the acts respecting copyrights,' now before the committee, I would propose the following amendments: Amend section 3 by adding continuously at the end of said section the following: 'And provided, That no devices, contrivances, or appliances, or dies, or matrices for making the same, such as referred to in clause (g), section 1, made prior to the date this act shall go into effect, shall be subject to any subsisting copyright.' Amend section 5 by adding before the word 'photographs,' the following: (j) 'talking machine records.' Amend section 18, clause (b) by adding between the word 'composition' and the word 'any' the words 'any talking machine record.' Amend section 23 by striking out from the clause marked 'first' the following: 'Or any device especially adapted to reproduce to the ear any copyrighted work.' Amend section 23 by inserting in the clause marked 'fourth' between the words 'of' and 'all,' the following: 'Any device, contrivance or appliance mentioned in section 1, clause (g) and.' These amendments to section 23 are for the purpose of making the penalty relative to unlawful use of devices, etc., enumerated in section 1, clause Z, one dollar instead of ten, which latter amount is excessive."

MR. PETTIT'S AMENDMENTS ACCEPTED.

Further along in the hearing, Mr. Putnam, Librarian of Congress, laid before the committees certain amendments suggested by the Music Publishers' Association, and which also embody Mr. Pettit's ideas, so that subsection g of Section 1 would be made to conform to the recent decision of the United States Court of Appeals, Second Circuit, in the White-Smith against the Apollo Co. case (the italicized words being new matter) as follows:

"To make, sell, distribute, or let for hire any device, contrivance, or appliance adapted in any manner whatsoever when used in connection with any mechanism to reproduce to the ear or to cause the said mechanism to reproduce to the ear the sounds forming or identifying the whole or any material part of any work copyrighted after this act shall have gone into effect, or by means of any such device, contrivance, appliance, or mechanism publicly to reproduce to the ear the whole or any material part of such work."

"Sec. 3. That the copyright provided by this act shall extend to and protect all the copyrightable component parts of the work copyrighted, any and all reproductions or copies thereof, in whatever form, style, or size, and all matter reproduced therein in which copyright is already subsisting, and the devices, appliances, or contrivances mentioned in Section 1, subdivision (g) of this act, but without extending the duration of such copyright." And provided, That no devices, contrivances, or appliances, or dies or matrices for making the same, made prior to the date this act shall go into effect, shall be subject to any subsisting copyright."

### FROM THE WESTERN METROPOLIS.

Cable Company's "Talker" Department a Great Success—C. W. Noyes Off to the Coast—Wurlitzer's New Quarters—Westerners for Edison Reunion—Big Crowd Coming—Lyon & Healy Activity.

(Special to The Talking Machine World.)

World Office, Room 41, 195 Wabash Ave., Chicago, Ill., July 9, 1906.

The new talking machine department of the Cable Company has far exceeded the expectations of Joseph B. Leimert and J. W. Harrison in point of sales for June, really the first month of its existence. The handsomely fitted up quarters which occupy the entire second floor of the Cable building annex already give evidence of being entirely inadequate for the retail business alone, and in all probability another floor will be devoted to it in the near future. This additional floor it was first intended to devote to the wholesale department, but the development has been such as to compel the making of arrangements for handling the wholesale stock elsewhere. Half of the third floor of the big Bauer building, two doors south from the Cable Annex, has been leased, partitioned off, and is now being fitted up. Shelving and bins are being erected capable of holding 48,000 cylinder and 72,000 ten-inch disc records, while allowing plenty of room, is provided in addition for the 12 and 7-inch records. In the front of the floor will be a completely equipped repair shop. Extending over a large part

of the room will be a gallery for horns and accessories, and in the rear will be ample storage room for machines.

C. W. Noyes, secretary of the Hawthorne-Sheble Manufacturing Co. and Western representative of the American Record Co., left on the 25th for his trip to the Coast, which will take him until the middle of August. Malcolm B. Henry, who has been Mr. Noyes' assistant, has accepted the position of manager of the Denver office of the Columbia Phonograph Co. He is now on a visit to his home in Kentucky, but will go to Denver to assume his new duties next week. Some one will arrive from Philadelphia in a few days to look after the office here in Mr. Noyes' absence.

The Rudolph Wurlitzer Co. are still doing business under difficulties to some extent, the immense store at 266-8 Wabash avenue still being in the hands of the carpenters and decorators. The new front is one of the handsomest on the street. Five big record rooms on the ground floor are of unusual size, and of most convenient arrangement, the demonstrating machines being placed in a window in the rear of each room, and fed direct from the stock shelving by the operator. The wholesale talking machine and the extensive offices are on the entresol floor, which covers the rear half of the big floor. The automatic machine department will occupy the entire third floor.

The demand for machines and records keeps up remarkably well, considering the lateness of the season. It really looks as if the lines of demarcation of the seasons were being largely eliminated in the talking machine business, and the dealers here look for an active summer season, even exceeding that of last year, which was remarkably good.

C. E. Goodwin, manager of the talking machine department of Lyon & Healy, says that the business of his department both in a retail and wholesale way this year has simply astonished him. Every month of the present year, including June, has shown a remarkable increase over last year, and there is no evidence of any immediate decrease in the volume of trade.

Western Edison jobbers are preparing to descend on New York in a body to attend the reunion arranged by the National Phonograph Co., for the week of July 17, 18, 19, 20. So many of the Western people have expressed their intention of going that a movement has been set on foot—headed by R. E. McGreal, of McGreal Bros., the Edison jobbers at Milwaukee—to have the cohorts meet in Chicago and go from here together.

The railroads are alive to the opportunity, and are in competition for the privilege of carrying the crowd. From present indications the West-

ern people will meet here on Saturday, the 14th, making their headquarters at the Auditorium annex, and will leave Sunday, probably over the Lake Shore, although these details have not been deliberately decided as yet. Chicago will, of course, be strongly represented. Among those who are making preparations to go are C. E. Goodwin and J. F. Bowers, of Lyon & Healy; Edwin H. Uhl, manager of the Chicago house of Rudolph Wurlitzer & Co.; Fred Babson, Joseph W. Ranert and J. W. Harrison, of Babson Bros.; James I. Lyons, and Mr. Olmstead, of the Vim Co. All of the Western travelers for the National Phonograph Co. will join the party, and G. M. Nisbett, who has been the manager of the Chicago office, will also attend, and will help to entertain the visitors on the way. Mr. Nisbett, by the way, will not accept the National's offer of a position in New York, but will go into the jobbing business in the West, either opening a house of his own, or acquiring an interest in an existing concern. The affairs of the Chicago office have now been practically wound up. Nearly all the office help have found employment elsewhere. So far as transacting business the office has been closed since June 1, all orders coming in since then referred to the factory for distribution. All the traveling men who have been heretofore working from the Chicago office have been retained, but are now working direct from the factory.

### NOVEL SCHEME TO ATTRACT BUSINESS.

L. Finch, of Finch & Hahn, having establishments in Albany, Troy and Schenectady, N. Y., incidental to his wedding trip, now being enjoyed, when in New York in the latter part of June, took occasion to visit the plant of the Edison phonograph works, at Orange, N. J. The firm have leased a three-story building on Broadway, Albany, N. Y., for their wholesale business, the present State street store being devoted solely to the retail trade. As a novel scheme to attract business, George P. Watson, the yoddlor, recently put in an entire week, from 12 to 3 daily, demonstrating the art of record making in F. & H.'s Albany place, crowds listening and wondering while Mr. Watson sung for a record, reproduction following immediately.

If the rumor is true that President Reynolds of the State Line Telegraph Co. had a phonograph at work behind the screen when the New Rochelle, N. Y., aldermen called on him and are alleged to have talked "boodle" it looks as if it were all over but the shouting. And while the rumor is probably untrue yet there is ample suggestion here of a new use for the phonograph.



## EXHIBITION HALL Sol Bloom Building

THREE EAST FORTY-SECOND STREET  
Less than five minutes' walk from your hotel.

### WE ARE SATISFIED

that your visit and inspection of our Disc and Cylinder Record and Pianola Cabinets in the various woods and finishes will amply repay you.

### YOU'LL BE SATISFIED

to buy when you have seen them, for they are made on art lines and to sell quickly and profitably.

### WE'LL ALL BE SATISFIED

with the result of this season's business if you place your order with us now.

E. SCHLOSS & CO.

Foot Grand Street, E. R.,

NEW YORK

# TWENTIETH CENTURY GRAPHOPHONE



An  
Orchestra  
in  
Itself!

OUR  
GUARANTEE

It Sings with  
all the Volume  
of the Original

The Twentieth Century Graphophone Is Absolutely New In Principle and Excels All Others

The impetus this mar-  
velous machine gives  
to the

SALE  
OF  
CYLINDER  
RECORDS

is enormous.

Mr. DEALER:

You have Records  
to sell; the Twenti-  
eth Century Grapho-  
phone will make  
them go like hot  
cakes!

Uses the Regular  
Cylinder Records—  
all makes—as well  
as the New

COLUMBIA  
TWENTIETH  
CENTURY  
CYLINDERS—

half a foot long;  
50 cents each.

Retail Price for  
Twentieth Century  
Graphophone, \$100.  
Liberal Discounts  
to the Trade.

ADDRESS ALL COMMUNICATIONS TO THE COMPANY.

*Heath & Milligan Mfg Co*  
Paint & Color Makers.  
100 112 Randolph Street,  
Chicago, Ill.

March 20, 1906.

R. L. H.

The Columbia Phonograph Co.,  
Gentlemen:-

Through our Mr. Rockwell we learn that you have kindly donated one of your "20th Century" Machines for the use of our agents, The Hahn Co., on "Sunshine Day," and we simply want to assure you that this courtesy on your part is thoroughly appreciated. We are thoroughly familiar with this Twentieth Century Machine, inasmuch as your people furnished one for our use on a train-load of paint we shipped from Chicago to Duluth sometime ago. We made a daylight run and stopped at various towns along the way, giving concerts and distributing souvenirs, and we want to say right here that the Twentieth Century Machine made a great hit all along the line.

With best wishes, we are,  
Yours very truly,

HEATH & MILLIGAN MFG CO.  
*A. L. Higley*  
Manager Sales Department.

F.O.

"Put a Little SUNSHINE in Your Home."

Cut out and send the  
ATTACHED COUPON  
to-day!

Dealers who have customers among the proprietors of restaurants, small theatres and places of public amusement, generally, will find a ready demand for these extraordinary machines. Cylinder record sales have been increased from 50 to 75 per cent. by playing records on the Twentieth Century Graphophones. LEW DOCKSTADER USES ONE OF THESE MACHINES IN HIS MINSTREL SHOW. JOHN DREW HAS INTRODUCED IT IN "DE LANCY," AND IT IS ALSO BEING UTILIZED IN "THE GIRL PATSEY," A NEW COMEDY THAT HAS MADE A HIT.

## COLUMBIA PHONOGRAPH COMPANY, GEN'L

CREATORS OF THE TALKING MACHINE INDUSTRY  
Owners of the Fundamental Patents Largest Manufacturers in the World

Grand Prize, Paris, 1900

Double Grand Prize, St. Louis, 1904

Highest Award, Portland, 1905

Tear Off Here. Fill In and Mail To-Day to  
COLUMBIA PHONOGRAPH CO.,  
90-92 West Broadway,  
New York.

Dear Sirs—I am interested in your new "Twentieth Century" Graphophone. Send me full details, prices, terms, etc., at once.  
Yours truly,  
Name .....  
Address .....  
T. M. W.

**TALENT INTELLIGENCE BUREAU.**

A New Development in the Talking Machine Trade Which Has Been Brought About Through the Wonderful Growth of the Industry and Its Varied Diversifications.

New developments in the trade are not only looked for, but expected, and the rapidity with which inventions, improvements and innovations are announced is bewildering, to say the least. The greater number of them represent distinct progression, and few, indeed, are altogether useless. In record making, for example, the present advanced stage of sound reproduction is one of the marvels of the business. The selection of material entirely suitable and adaptable for the purpose in the way of "talking artists" or talent, however, as well as the subject matter—whether instrumental or vocal music, or oral deliveries—still remains in the comparatively crude state established in the old wax-record days. To be sure more and better "talent" is available, more exacting and adequate tests are required, and sound recording is practically unlimited, not only in the repertoire of entertainment, but for commercial purposes and scientific study and demonstration. The latter fields of development are in the hands of capable people; and, in a measure, so is the making of the average musical and talking "masters." The tasks imposed upon managers of recording laboratories is by no means light in giving audience to alleged "talent," and listening patiently to the recital of their supereminent and specially adaptable qualifications for record-making, not to mention the waste of time and "good wax" in "testing." Quality is uppermost in the manufacture of records, and variety of selections the next requirement.

That some one would recognize and fill the long-felt want of specializing and tutoring or training "talking artists," and supplying the laboratories with "talent" of the right calibre, capable of making records of quality, but salability as well, was only a question of time. Such an institution has been established in New York, and it bids fair to be a useful adjunct to the business, as it is under the control of experienced management, practical and well-known "talent" or "record artists." What the lyceum, which is termed "the home of mirth, melody and ideas," proposes doing is set forth in the appended interview with its manager, who said to The World:

"We will present and popularize musical publications to each and every one of the talking machine companies now engaged in the manufacture, sale and exploitation of musical records, using every proper means and influence within their power to secure representation of their publications in the catalogues of the companies. Also to present and popularize musical publications to the entire staff of talking machine artists, contributing their services to the companies, by personal solicitation and by placing the entire facilities of our offices at their disposal, such as piano and voice rendition, coaching and thorough musical exploitation. Finally to make reports in detail as to the success we meet with in the work of popularizing these publications, mailing catalogues of such talking machine companies as are listing the publications, and whenever practicable also advising as to what artists are using them.

"As you may notice, our musical publications are properly arranged, and the selections comprise those best adapted for recording most successfully. You know publishers, or the vast amount of stuff they issue, only push eight or nine pieces. We get them all, from over thirty of the leading houses in the country. Our collection of stories, anecdotes and general 'talk' line is comprehensive, covering at least two hundred titles—everything imaginable—indexed and filed away so as to be accessible in a moment. We have believed such an office, or bureau or lyceum, as one may be pleased to call it, was a real necessity in the talking machine business. The managers of the recording laboratories: Walter Miller, with the National Phonograph Co.; C. G.

Child, Victor Talking Machine Co., Philadelphia; Vic. Emerson, Columbia Phonograph Co.; J. O. Prescott, American Record Co.; Geo. K. Cheney, Universal Talking Machine Mfg. Co., and others, have their hands full with the practical work of their responsible and onerous positions. Heretofore, they have done remarkably well in securing 'talent' who are creditable to their judgment; but we are going on the assumption that in specializing the business we can render the laboratories a distinct and valuable service by having on our staff just the right kind of artists for whatever record is desired. We know what is a good record, and what is necessary to accomplish this by no means easy object. Besides, we are training new people, for 'new blood' is essential, and we guarantee their work.

injury. Some of the best known people in this line—Ada Jones, for one, Len Spencer, and others—are under our direct management, and the results are mutually beneficial and satisfactory. This feeling is to be deplored, but we are certain it will wear away when the aims and objects of our business become more familiar to the trade."

**THE SPOKANE PHONOGRAPH CO.**

Among the Enterprising Talking Machine Dealers of the Northwest.

The talking machine dealers throughout the Northwest are among the most enterprising in the country. Their stores are admirably equipped with every device for the proper display of their



SPOKANE PHONOGRAPH CO.'S DISPLAY ROOMS.

"The talking machine companies appreciate our efforts in this direction by engaging the 'talent' who come to them on our recommendation because they know it is a practical solution of a vexing problem. Our professional advice is also sought as to the best voices for certain selections. The only drawback, if it may be dignified by so calling it, is the apparent lukewarmness of the recognized 'talent.' They praise us openly, but quietly stick the knife wherever they think it will do us harm. This is mentioned more in sorrow than in anger, because personally we are well, and, we hope, favorably known to them all, and have never knowingly done any one an

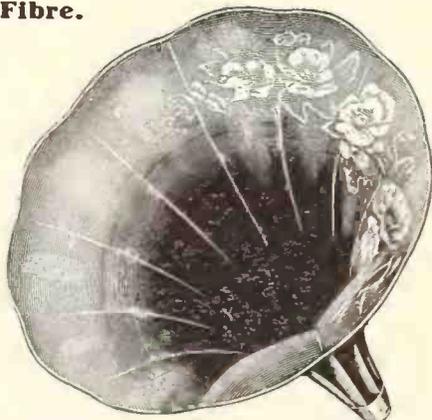
wares. For instance, the Spokane Phonograph Co., of Spokane, Wash., have built up a very successful following, and carry a large stock, as can be seen from the illustration herewith. Their business is steadily expanding, and they expect this year to make a record of which any talking machine dealer can well feel proud.

**A SUGGESTION.**

Knicker—The packers say they use everything except the squeal.

Bocker—Couldn't they can that in a phonograph?

**Fibre.**



**Best for Tone.**



**The New Decorated Flower "Mega."**

**A Distinctive Product for a Discriminating Trade.**

Designation.	Length.	Bell.
Junior Flower Decorated.....	26 in.	16 1/2 in.
Senior Flower Decorated.....	32 in.	23 in.
Senior Victor Flower Decorated	26 1/2	23 in.

Gold neck, gold edge, gold stripes.

Colors.	Studies.
Deep Carmine;	Spray of poppies.
Deep Royal Blue;	Spray of roses.
Deep Violet;	Spray of pansies.
Ivory Black;	Spray of chrysanthemums
(Black in Senior types only.)	

Rich permanent colors. Oven baked. glass finish.

**THE HANDSOMEST HORN ON THE MARKET TO-DAY.**

Exquisite hand painted flower studies. Each horn a perfect picture. A product made to please the critic.

A type and price for every possible requirement.



Trade Mark Registered.

Ask your Jobber about the "Mega." If he cannot supply you write us direct.

All "Megs" shipped in individual hardware paper bags ready for retail sale.

All "Mega" lists restricted.

**E. A. & A. G. SCHOETTEL, Makers, Broad St., Maspeth, Queens Co., N.Y.**

**READY FOR THE EDISON JOBBERS.**

Arrangements for the Entertainment of the Invited Guests of the National Phonograph Co. Are All Completed and They Are Certain to Enjoy a Splendid Time—Nothing Has Been Overlooked to Make Their Stay in New York One of Great Enjoyment.

Arrangements for the entertainment of the Edison jobbers of the United States and Canada by the National Phonograph Co. in New York City and Orange, N. J., July 17-20, are completed with this issue of The World. As the Edison Phonograph Monthly says: "It will be unique in the history of the talking machine industry. Few events of similar kind and equal magnitude have ever been given by a manufacturing concern. This entertainment is given for a two-fold purpose—to afford an opportunity for Edison jobbers to come together for their mutual advantage, and to commemorate the greatest year's business of the National Phonograph Co. The matter of bringing our jobbers together has been under consideration for more than a year, but it did not take concrete form till the close of the fiscal year on February 28 showed the phenomenal increase that had been made in the business of this company. This was so largely due to the splendid and enthusiastic co-operation of the Edison jobbers that the coming event became necessary as a means for working off our feeling of goodwill."

\* \* \* \*

A number of export houses will also be represented. At the Waldorf-Astoria Hotel, Fifth avenue and 34th street, New York, in addition to the guests being assigned rooms for their private use, special accommodations will be provided where they may conduct their correspondence with the aid of Edison business phonographs and a corps of stenographers. At the visit to the factory the following day it is expected Thomas A. Edison and President Gilmore will assist in receiving the visitors. It is also expected that luncheon will be served on the third floor of the new office building, an illustration of which appears elsewhere, and which was rushed to completion to extend this courtesy. The remainder of the programme has already been announced for the succeeding days, and nothing will be left undone that will add to the comfort, pleasure and enjoyment of the company's guests.

**WANTED:**

Thoroughly first-class salesman acquainted with the phonograph trade, to handle our language instruction outfits. One speaking French and German preferred. State age, experience, salary expected, and give references. No attention will be paid to applications not giving full particulars. Apply by letter only.

**J. FOSTER DAVIS,**  
International Correspondence Schools  
SCRANTON, PA.

**CHANCE FOR YOUNG MAN**

HELP WANTED—A young man with thorough knowledge of Columbia goods, capable of filling responsible position after few weeks special training. Only sharp, up-to-date-man need apply. State particulars, salary expected, etc. Address "Manager" Care of Talking Machine World, 1 Madison Avenue, New York.

**If You Are Interested**  
IN  
**VICTOR TALKING MACHINES**  
OR  
**EDISON PHONOGRAPHS**

Write at once to  
**SOL. BLOOM, 3 E. 42d St., N.Y. City**

J. R. Schermerhorn, assistant general manager of the National Phonograph Co., who has been in Europe since October last looking after the company's branch plants and offices, arrived in New York, June 26, on the "Kronprinz Wilhelm," of the Hamburg-American line. His visit is for the special purpose of attending the Edison jobbers' entertainment next week, after which he goes abroad again for an indefinite stay, and where Mr. Schermerhorn will rejoin his family.

\* \* \* \*

In the programme issued by F. K. Dolbeer, chairman of entertainment, on July 18, after the visit to the Edison laboratory and factories at Orange, N. J., the evening entertainment will be on the roof garden of the New Amsterdam Theater, New York, as the Hippodrome is closed for the season. A number of boxes and practically the entire orchestra floor have been engaged. With this exception the original programme will be followed.

\* \* \* \*

Speeches will be tabooed at the banquet, to be given in the Astor Gallery of the Waldorf-Astoria Hotel, during the evening of July 20. Entertaining will reign supreme. A stage will be erected at one end of the gallery, where the Edison "talent" will entertain the banqueters. The arrangements are: One "honor" table, at which will be seated Messrs. Edison, Gilmore, Dolbeer and a few other prominent people, with the guests placed at small tables, accommodating eight persons each. The entire seating capacity—about 270—has already been exhausted, and still further applications are being received.

\* \* \* \*

When Thomas A. Edison was asked whether he desired to invite any special guests to the banquet, he promptly replied: "No, sir. This is to be a phonograph banquet only. Nobody else is wanted." The pressure for invitations from outsiders has been heavy, but Mr. Dolbeer is refusing every one, and besides the press representatives, the Edison jobbers and the company officials will be the only ones present.

**A HANDSOME COLLAPSIBLE HORN.**

The New Jersey Sheet Metal Co., of Newark, N. J., deserve the credit of having perfected and placed on the market the first practicable sheet metal collapsible Flower Horn. This horn is a wonder for compactness, beauty and acoustic qualities and reflects credit on this company. They have succeeded in making a sectional metal horn that will not rattle and can be easily put together. The New Jersey Sheet Metal Co., in order to handle their fast growing business, have been forced to remove their factory to larger quarters at 9-11 Crawford street, where they occupy the whole building. They have also opened New York offices at Billings Court, corner Thirty-fourth street and Fifth avenue, where their extensive line will be on exhibition. Herman Ringel will be in charge.

**W. L. ECKHARDT'S "SPEECH."**

When the Eastern Talking Machine Jobbers' Association was on the point of adjourning at its last meeting, W. L. Eckhardt, the brilliant manager of the Columbia Phonograph Co.'s wholesale department, dropped in en passant. He was immediately called upon for a speech, from which he begged to be excused just then, but was prevailed upon to make a few remarks, which he did, and to the point. While he was commending the object of the association, two powerful hotel porters came in the room at the Breslin, lugging an immense trunk, which they announced in stentorian tones, "contained the speech of Mr. Eckhardt." Sol Bloom is said to have been responsible for the joke, which W. L. E. enjoyed immensely. That of having "M. E. Gilmore, president of the Columbia Phonograph Co.," preside at the meeting is also charged up to the chairman of the committee on publicity and promotion, which was accepted as authoritative by the "yellow" butter-in. The trade is not through laughing yet at the egregious "bull."

**Goods shipped  
same day  
order is received**

This sort of service may be new to you, but it is no more than a dealer ought to expect from his jobber.

It's our way of doing business; and you can depend upon it that a concern that handles orders promptly is up-to-date and does things right in other ways.

Doesn't matter what you want in Victor talking machines and records, trumpet horns, fibre cases, English needles and other accessories, we have it in stock and send it to you without the least delay. You can tell exactly when the goods will reach you and be sure of living up to your promises to your customers if you had to keep them waiting.

That kind of dealing gives the greatest satisfaction all around. It makes your business run along more smoothly, you always know just where you are and you have no trouble in hanging on to your customers.

Give us a trial order and see how quickly and satisfactorily we handle it. We'll be very much surprised if it doesn't make you long for our kind of service all the time.

Write for our latest catalogue, pick out the things you want and put it up to us to make good.

**The Victor Distributing  
and Export Company**

77 Chambers Street New York



100,000 RECORDS ALWAYS IN STOCK

**JOBBER'S**  
**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.

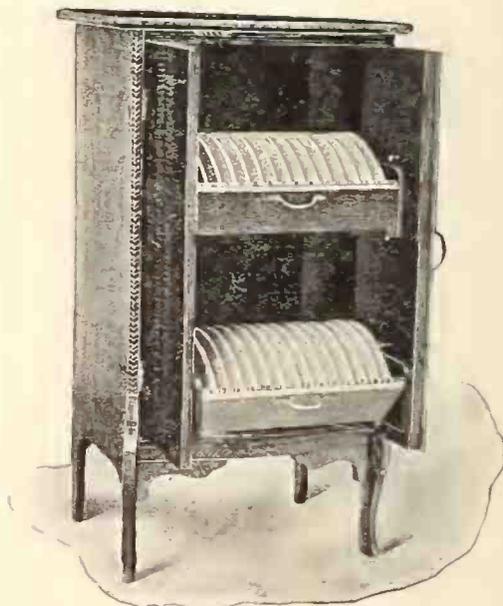
**DISTRIBUTORS**  
**VICTOR**  
 TALKING MACHINES  
 RECORDS, ETC.  
 GENERAL SUPPLIES  
 FOR  
 DISC MACHINES



No. 278, Closed

**No. 278—A New Disc Cabinet**

Solid Golden Quartered Oak.  
 Swell Front, Double Doors.  
 Has Two Sliding Record Racks  
 that pull out so that records are easily  
 accessible.  
 15 divisions in each rack with space  
 for five 12 inch records in each division.  
 Total capacity, 150 12-inch records.



No. 278, Open

**No. 279—Genuine Solid Mahogany**

Same style as 278.  
 Both Cabinets Highly Hand  
 Polished.

Cabinet Work The Best Possible

**NEW PERFECTION ELECTRIC FLASH SIGN**

This flash sign has been ap-  
 proved by Fire Underwriters.  
 Constructed of wrought iron,  
 antique finish.  
 Requires no special wiring or  
 attention.  
 Cards can be removed at will.  
 Cheaper than any other illum-  
 inated signs, requires only one  
 16 c.p. lamp.



Sign with No. 7. Card

Burns only half the time, equiv-  
 alent to only one 8 c.p. lamp.  
 Signs are furnished with any  
 one card as shown below. Nos.  
 4 and 5 are furnished with 12  
 changeable signs—one for each  
 month. Special cards of three  
 lines made to order.  
 Size of sign 31" x 18" x 7".

No. 1	No. 2	No. 3	No. 4	No. 5	No. 6
EDISON Phonographs Cash or Instalments	VICTOR Talking Machines Cash or Instalments	HEADQUARTERS Edison and Victor Machines & Records	EDISON RECORDS Now on Sale.	VICTOR RECORDS Now on Sale.	VICTOR

**REPAIR PARTS CABINETS**

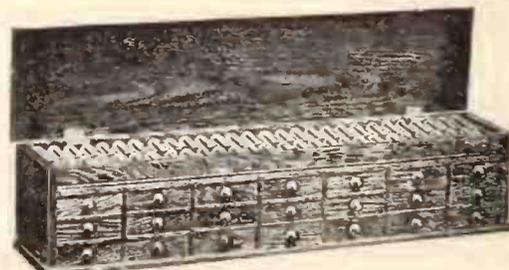
Have a place for everything and keep everything in its place and you will always find it.  
 This rule can easily be followed if you have one of these cabinets.



12 Drawer with eight divisions in top for bottles. Furnished without bottles.



20 Drawer Cabinet with 36 divisions in top for bottles. Furnished without bottles.



21 Drawer Cabinet furnished complete with 56 bottles in top of cabinet.

## LATEST NEWS FROM THE "HUB."

Business All That Could be Expected—Talking Machine Salesmen's Club to Give Dinner Next Month—Sisters of Charity Amazed at Talking Machine—Talker Used in Charleston High School—Andrews' Auto Trip to New York—Phonograph in Unique Marriage Ceremony—Other Items of Interest.

(Special to The Talking Machine World.)

Boston, Mass., July 6, 1906.

Business in the talking machine trade is very good for this time of the year, but it is not a good time of the year for business. This is about the secret of the condition of affairs here. No one is complaining, for everybody feels that he is getting all that is coming to him and that there is no more to be had anyway.

The Talking Machine Salesmen's Club is preparing for the big clam bake and fish dinner which is to be pulled off sometime next month at one of the beach resorts.

At the Oliver Ditson Co.'s store an interesting spectacle was witnessed this week when two Sisters of Charity who had not been out of their convent for sixteen years were brought in to hear a talking machine. Maybe their eyes didn't stick out, for the operator put in such records as the duets by Scotti and Mme. Sembrich, and Caruso and Scotti, etc., with lots of band music, and the two Sisters were amazed at what they saw and heard. Verily, the world do move in sixteen years.

The Charlestown high school has adopted the phonograph as a means of teaching French to the pupils, the deal being arranged by Mr. Freeman of the Eastern Talking Machine Co.

John H. Little, stock clerk at the Columbia Phonograph Co., died this week of consumption. He was 30 years old and very popular.

At the Boston Cycle & Sundry Co., Manager Andrews is arranging for an automobile trip to New York at the time of the Edison meeting, and will take quite a party with him, as his big

National car holds eight comfortably. Business at the Boston Cycle Co. is very good.

H. A. Winkelman, manager of the Oliver Ditson Co.'s talking machine department, has left for a three weeks' vacation at Onawa, Me. Some large trout, or else some large stories about them, are expected later. Meanwhile Mr. O. A. Piesendel is in charge of the department.

At the Columbia Phonograph Co. there is a great run on the new Columbia record, "Is It Warm Enough for You?" This piece is very catchy and takes well. J. A. Pyle has joined the force in the repair department, coming from the Detroit office.

Married in a shoe store, as a phonograph played the wedding march Tuesday night, Mr. and Mrs. James A. Reynolds, of No. 18 Temple street, are to-day receiving the congratulations of their friends on as novel a wedding as was probably ever witnessed in Boston.

July 30 Miss Edith M. Hook, of Concord, walked into the store of H. L. Purdy & Co., 44 Chambers street, and asked for Mr. Purdy.

"I want you to marry me," she told Mr. Purdy.

"U-u-uh! What!" gasped the startled Mr. Purdy.

Then she explained. She thought Mr. Purdy was a justice of the peace. A friend had told her so and had recommended him.

Mr. Purdy wasn't a justice of the peace, but he was willing to help the chic little woman, and he promised to find her a minister if she wanted to get married.

"And I've got to find a place where we can be married. We haven't much money, so we can't go to a hotel," she said, looking doubtfully at him.

"Then come right here," Mr. Purdy assured her. "I'll have the store open and the minister and witnesses here at 8 o'clock."

"All right," Miss Hook agreed. "Then I'll go and get the license," and she hurried away.

The Rev. Mr. Foster, of No. 44 South Russell street, consented to perform the ceremony. A phonograph was obtained with suitable wedding march records.

There were lots of customers in the store at

the time of the ceremony, and in the street there had gathered a big crowd.

The ceremony was very simple. The young people marched up before Rev. Mr. Foster, while the machine supplied the time-honored accompaniment. The service was read, the vows exchanged, and the two pronounced man and wife. The bride wore a pretty gown of alice blue and the groom a well-fitting suit of dark material.

## REVIEW OF TRADE CONDITIONS.

Business on regular lines has been slowing down for the past few weeks, which gives the manufacturers a chance to catch up on orders, of which they have availed themselves. On machines and records it is possible an opportunity for accumulating stock will be afforded, and, considering the drawbacks incidental to a shortage on the most salable goods, measures will be taken to avoid this in future so far as is possible. Jobbers, with an eye to having an anchor to windward, are working up an expanding trade on special goods, and their success is commensurate with their efforts. Export trade is strong, and orders of magnitude have been booked sufficient to tide over what appears to be several weeks of comparatively quietude. The horn situation is far from being dull, the manufacturers displaying a spirit of activity and aggressiveness quite surprising.

## THE EDISON COMMERCIAL SYSTEM.

The Travelers' Insurance Co., of Hartford, Conn., is using the Edison commercial phonograph system in their various departments. They have found it a tremendous time saver, a money maker, and commend it very highly. They have recently received some very flattering testimonials as to the merits of the commercial system from men eminent in all walks of life. The Home Trust Co. have just added the Edison business phonograph to the marvelous list of modern machines used by leading commercial houses in their equipment to-day.

# DECORATED Mega Flower Horns

## JUNIOR AND SENIOR SIZES



Colors and Decorations as follows:

Deep Crimson with Spray of Poppies  
Deep Royal Blue with Spray of Roses  
Deep Violet with Spray of Pansies  
Ivory Black with Spray of Chrysanthemums

*Gold Stripes, Gold Edge, Gold Neck*

READY FOR DELIVERY ABOUT  
JULY 15th.



We predict for this Decorated Mega an Immense Sale. Attractive Prices will be made the Jobber and Dealer.

Correspondence Solicited

NEW ENGLAND DISTRIBUTING HEADQUARTERS:

**THE EASTERN TALKING MACHINE CO.**  
177 Tremont Street, Boston, Mass.

Distributors of EDISON and VICTOR MACHINES, RECORDS and ALL SUPPLIES. Eastern Agents for HERZOG DISK and CYLINDER RECORD CABINETS.

# NOTICE

**B**EFORE you place your fall orders for horns, be sure and examine our new lines of both plain and decorated

## **“Artistic Flower Horns.”**

They are by far the most attractive and best reproducing horns that have ever been designed.

Samples are now on exhibition at our factory, and we expect to start delivery next month.

These horns will be the sellers during the coming season. Write for prices.

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**HAWTHORNE & SHEBLE MFG. CO.**  
**PHILADELPHIA, PENNA.**

## TIMELY TALKS ON TIMELY TOPICS.

The active members of the traveling corps have ceased their wandering, for the most part during the past fortnight, and have been enjoying well-earned vacations. The "boys" have "dug up" a lot of new business during the year and have been a credit to themselves as well as to their respective companies. From what may be gathered it is certain new high levels on sales records will be made the coming season, and the "stars" of the staff will doubtless receive some pretty hard rubs by recent additions, who do not come into the trade altogether raw to the talking machine situation.

Within the past few weeks one of the leading manufacturing companies hit upon a novel and apparently efficacious scheme for testing the business acumen of store management and salesmanship. Unheralded they sent out a party in a well-appointed automobile to every dealer of any size in the Greater New York territory, who was charged to inquire about certain machines—not confined to their own product, by the way—records, machines, etc. The gentleman was waited upon in the usually courteous manner, and on leaving, with but few exceptions, his name or address was not asked for. The test customer had the appearance of a most desirable "prospect," nevertheless no steps were taken to follow up the business. With this experience before them the general sales manager of the company, which indulged in the "rubbering" expedition, has since been wondering how many sales are actually lost by the careless methods and inattention to details he uncovered in so simple yet so effective a manner.

The so-called "original" talking machine man is getting to be something of a joke in the business since he has been discovered as such a multitudinous person. If he is the first dealer, or jobber or salesman, and springs the fact on another veteran with like claims in one class or the other, then is he ranked on the level of the first talking machine itself, and already fifty, if not a hundred, "number ones" have been "discovered."

Why not an automatic rewind instead of the crank for winding up the springs in the machine? This question has frequently been asked. It is held that were the winding up accomplished automatically, the playing would be more even, and uniformity of operation is the *sine qua non* in a talking machine. Perhaps the experts, inventors, creators, originators, discoverers, improvers, etc., may answer this query.

Undoubtedly the National Phonograph Co. are entitled to the time and undivided attention of their guests—the Edison jobbers—at least for the days they are enjoying the bounteous, magnificent and unprecedented hospitality of the company. It is to be expected competitive "but-

ting in" will not be unheard of, but it might be managed so as not to be offensive, at least. A large number of the jobbers will probably stay over in New York, for personal and other purposes, for several days, if not longer, and then the people who desire to do a stroke of business can get in their work and no one can say them nay. The hustling will be aggressive to get hold of the men they are after, and the schemes to secure a part of their time, just to "take up that little matter," will doubtless be many and ingenious.

A brief paragraph in last month's World that an agency for the sale, if not the manufacture, of the Pathe Frere records had been established here, occasioned many inquiries. Several times news to this effect has been published, mainly through the activity of the promoters claiming to represent the famous French house and the disposal of its product, and possibly the organization of an American company to handle the line. But the rumors, when run down, have disappeared into a hole in the ground, with something or other pulling the orifice behind them. It is admitted, however, that the party who claims to have the Pathe option has sold a few hundred Caruso cylinder records of the P. F. make to a New York jobber. The remainder of the story is pure fabrication.

Of the growing prosperity and importance of the South American countries to the talking machine trade, travelers' advices and observations on the spot are strongly corroborative. For example, in a recent letter from a well-known maker of "masters," he advised his company in the United States that if certain records proved successful in the reproduction one firm alone would order 100,000, another 20,000, and several 15,000 each. The writer declared the sale of American-made talking machine goods was phenomenal, and that the market was in its infancy. The buyers, however, insisted upon high quality, and that the practice of sending inferior records or imperfect machines would be a dead loss. He intimated that a word to the wise should be sufficient.

One community is not like another as favorable fields for the sale of talking machine paraphernalia. It is conceded Pittsburg, Pa., Chicago, Kansas City and a few other places that might be named are exceptionally splendid localities. Baltimore, Md., on the other hand, is now referred to as "one of the slowest towns in the Union, but has prospects." Or, as one particularly well equipped talking machine man remarked to The World, after having established what is considered one of the finest stores in the City of Monuments, "Baltimore is now about where New York was eight years ago—just waking up to the possibilities of the business. It will be a great

field yet, if not soon; but at present extremely conservative, to say the least." The aristocratic old place was never known for its hustling proclivities; but it always seemed pretty well satisfied with itself and finally got there after a fashion, if not quite on four feet.

It takes about four months after the "master" is made before a record is ready for the market. For example, as one of the "talent" described it: "After making a successful record of a current summer song hit the other day, the laboratory manager informed me that it was one of the best I had ever recorded, adding, 'but do you know the record will not go into the bulletins much before December?' 'In that event,' I replied, 'I had better commence on my Christmas stuff right off.' I tell this incident leading up to the advantages which would be derived from an indestructible record that is nearing the last stages of completion. On this record, disc or cylinder, a song may be recorded and inside an hour duplicated and ready for delivery, so that the very latest popular pieces may be had when they are actually reigning successes and not when they are in the 'sere and yellow' stage, as now. Melodies of this kind, you know, are evanescent, not expected to last but a few weeks at the most, and as they are conceded to be the best sellers, it seems to me this new record product will fill a long-felt want. I have tested them, and they are the equal of the best known records now turned out, having the further advantage of such flexibility that the discs may be folded up like paper and forwarded in the mails without the slightest danger of damage." If this be all true, why this coming indestructible record must be a "consummation devoutly to be wished," as "Bill says."

Distinct novelties in the line of needles have been sent here from Germany during the past week. The samples represent an advancement in high finish and improved tone quality. Among those shown is one in which an ingenious device holds eight needles that play 1,000 records. Another about perfects the so-called glass needle, overcoming entirely the loss by breakage. Several soft-tone needles are included in this notable assortment, of which more particular information will soon reach the trade, but it is believed they may interfere with devices now covered by American patents.

The building on the northwest corner of Fifth avenue and Eighth street that the National Phonograph Co. recently purchased for their New York headquarters will probably not be occupied before the close of the year. Possession was obtained July 1, and the remodeling of the interior will proceed rapidly. Besides accommodating the departments now at 31 Union Square, quarters for the repacking and reshipping for export being done at 251 West Broadway, will be provided. When completed it will be the swellest talking machine office establishment in the world.

The suit in the German final courts on the alleged infringement of Petit's duplex record patent, being prosecuted by the Odeon Co., of Lon-

## Buy from Headquarters



We manufacture all styles of cases for all makes of machines. Carrying these goods in stock we can make prompt shipment. Our quality is the best—our prices are right.

Ask for our Catalogue.

**Chicago Case Mfg. Co.**

142-144 W. Washington St.

CHICAGO

don, Eng., on which argument was to have been heard, has been postponed to September 13. A similar case in the Austrian court of the first instance has been laid aside. In this country pleadings in a suit on the same patent have been made in the United States Circuit Court, Southern District of New York. As yet comparatively few duplex or double-face records are on the market, but in Europe and other foreign countries they are a staple line and cut something of a figure, consequently the judicial determination of prior rights, or even invention, is by no means of minor importance.

### HAWTHORNE & SHEBLE IN NEW YORK.

Have Engaged Rooms During Edison Ceremonial Week at the Chelsea Hotel.

During the Edison ceremonial week, the Hawthorne & Sheble Manufacturing Co., of Philadelphia, Pa., have engaged a suite of rooms at the Chelsea Hotel, 222 West 23d street, New York, where they will exhibit a complete line of horns and talking machine supplies. E. A. Hawthorne and William McArdle will devote their entire time during the week to the entertainment of the visiting jobbers, and that means a whole lot.

### RECENT INCORPORATIONS.

The Hawthorne & Sheble Co., No. 106 Market street, Philadelphia, Pa., have been incorporated for the purpose of manufacturing all kinds of records of sound, machinery, etc., for making and recording sound, etc.; capital, \$500,000. Incorporators: Horace Sheble, Mascher and Oxford streets, Philadelphia, Pa.; Ellsworth A. Hawthorne, Springfield, Mass.; Theodore F. Bentel, Nos. 435-437 Wood street, Pittsburg, Pa.

The Powers-Hill Co. was incorporated at Albany last week to deal in, manufacture and repair furniture, pianos, phonographs, etc.; capital, \$10,000. Incorporators: Patrick A. Powers, No. 625 Main street; Amos T. Hill, No. 267 Franklin street; Sophia M. Klee, No. 157 Morgan street, all of Buffalo, N. Y.

### AMERICAN RECORD CO.'S PROGRAM.

During Next Week—Will Entertain Visiting Jobbers With Some Notable Record-Making Talent—Those Who Will be in Evidence.

The American Record Co. have prepared a special programme of recording this week, in honor of the visiting Edison jobbers at their laboratory, 241 West 23d street, New York. Each day of the convention of the National Phonograph Co.'s great distributing staff there will be an interesting list of new numbers played. Messrs. Collins, Harlan, Stanley, Billy Murray, Henry Burr and others of the "talent" will be making records, and no doubt the gentlemen who handle the goods made famous by these artists will be glad of the opportunity to meet them in propria persona. J. O. Prescott, of Hawthorne, Sheble & Prescott, sales managers of the American Record Co., will be on hand to look after the comfort of his guests, whose visit to the laboratory will be made unusually welcome.

### CASE WILL GO TO THE HIGHEST COURTS.

It is believed that the suit of the Victor Talking Machine Co. against the Talk-o-phone Co. will eventually go to the United States Supreme Court on a question of international law, which the lower and intermediate appeal tribunals are inclined to fight shy of. This particular question, the wise ones say, has never been determined.

### SCHLOSS & CO.'S ART RECORD CABINETS.

When the Edison jobbers are in New York it is likely they will improve the shining hours by looking around the trade and getting in touch with the market. While devoting this time to such a laudable purpose, E. Schloss & Co. would be pleased to have them look over their line of disc and cylinder record cabinets, shown in the

Exhibition Hall of the Sol Bloom building, 3 East 42d street, New York. They are made on art lines, and to sell quickly and profitably. A visit is worth while.

### NEW LIFE IN SAN FRANCISCO.

Larger Business Than Ever in Prospect—Sherman, Clay & Co. to Have Great Department—Clark Wise and Kohler & Chase Plans of Campaign—Other Dealers in Line.

(Special to The Talking Machine World.)

Sau Francisco, Cal., June 3, 1906.

Shortly after the fire much doubt was expressed regarding the future of the talking machine business in this city, at least in the prospect of its immediate revival. Developments since, however, lead to the belief that the talking machine trade up to the time of the fire was merely in the preliminary stage, and the resurrection of the business has taken place in a way that will make San Francisco and vicinity one of the largest markets for machines and records in the country.

Sherman, Clay & Co., for instance, early last month had in their Oakland store over 250 machines in stock as well as 55,000 records, and shortly after a full carload of machines and records were added to the line, necessitating the enlargement of that department. Of course, the fact that Sherman, Clay & Co. sell the goods, at both wholesale and retail, accounts for the unusually large stock carried by them, but that such a stock can be distributed in the stricken section speaks well for the demand. This company are making ample preparations for taking care of the talking machine trade in their new building in this city, which will be at Kearney and Sutter streets. The department will be located on the third floor, will contain a series of sound-proof rooms for record trying, a complete record library, and in all ways will be an ideal talking machine salesroom.

Clark Wise & Co. have also made special efforts to build up the talking machine end of the business, and over a carload of machines and records are ready to be placed in the temporary store on Van Ness avenue.

Kohler & Chase will shortly have their talking machine department installed in their new store at Fillmore and Bush streets. Both wholesale and retail departments will be located on the upper floor of the building, and will be under the management of E. N. Clintsman, as formerly.

Among the other dealers who are giving close attention to the development of the talking machine business are the Goodman store, at 1132

Valencia street; Benj. Curtaz & Son, on Van Ness avenue; Byron Mauzy, Peter Bacigalupi and J. J. Christophe, of 1019 Valencia street. The latter started in business since the fire, and has put in quite an extensive stock.

### OFFICIAL OPINION ON RECORDS.

Administrative Decisions Not the Law of the Land—Matter Comes to Light in Connection With Discussion on Copyright Bill.

(Special to The Talking Machine World.)

Washington, D. C., July 11, 1906.

Apropos of the bill introduced in Congress before its adjournment, June 30, to revise the copyright statutes, a controversy over the dutiable value of "masters" and records was carried from the decision of the Collector of Customs to the Secretary of the Treasury which involved the crux of the situation. The authorities held that a "master" was a manufacture of metal, which was conceded. It was also contended by the defense that a sound record was a "writing," the reproduction of which was heard by the ear, in the same sense that staff notation was usually interpreted and the meaning of raised letters for the blind was conveyed by feeling. Here were the three primary senses at issue with the talking machine record an entirely new citation. Under this presentation the defense therefore argued that talking machine or sound records were a "part of a musical instrument, hence dutiable at 45 per cent." The Government accepted this construction and classified the goods accordingly. At this point the defense, having control of the case, deemed it advisable to stop, as the customs officials could not appeal. Of course, this procedure is regarded as an official opinion of the United States Government, but the fact is overlooked possibly that administrative decisions are not the law unless reviewed by the courts.

### ROBT. L. LOUD'S INTERESTING RECITALS.

(Special to The Talking Machine World.)

Buffalo, N. Y., July 7, 1906.

Talking machine recitals are a rule with Robert L. Loud, who is agent for Edison and Victor machines and records. He takes advantage of various special occasions for bringing the machines to the attention of the public, and recently gave an excellent concert for the benefit of the Fresh Air Mission. In connection with the talking machine selections numbers are rendered on the player-piano which tends to enhance interest in the entire line. E. M. Paul has charge of the recitals and concerts.

## Cleapol Waterproof Metal Polish



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

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

☞ Special discount now being given to jobbers and dealers.

☞ Write for Samples and price lists.

**THE CLEAPOL COMPANY**

288 Springfield Ave.

NEWARK, N. J.

# The VISITING JOBBER

---

are cordially invited to inspect our full line of horns at 89 Chambers Street, salesroom of the Douglas Phonograph Co., our distributors for this section.

---

**SEARCHLIGHT HORN CO.**

753-755 Lexington Avenue, BROOKLYN, N. Y.



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**ADVERTISEMENTS**, \$2.00 per inch, single column, per insertion. On quarterly or yearly contracts a special discount is allowed. Advertising Pages, \$60.00; special position, \$75.00.

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

**IMPORTANT**.—Advertisements or changes should reach this office by the first of each month. 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.

NEW YORK, JULY 15, 1906.

A TRADE paper that is clean, wholesome and educational in its news columns, and at the same time instructive from a literary standpoint, is a help to any industry, and one of the best known men in the talking machine trade recently remarked before a company of gentlemen that the most helpful influence that ever existed in this industry is The Talking Machine World. It was certainly a high compliment, and one perhaps not fully deserved, but the aim of this trade newspaper has been to become a healthful and impelling creative force. We have only won our present strength through reciprocal support, and we can only hope to advance to a greater position of power through encouragement which we hope to receive through values which we offer our supporters in every part of the globe.

WE found it necessary on the fifteenth of the present month to advance the annual subscription price of The World to One Dollar. We believe there is no paper published which is putting forth a larger value to subscriber and advertiser than we are at the present time, and therefore, we believe, that our subscribers will not hesitate to admit that The World is well worth the trifling cost of One Dollar a year. In fact, we may say that we have received hundreds of letters from subscribers, who have urged us to advance the price, and many have not hesitated to say that they would willingly pay \$4 a year if necessary to secure the publication, for it contains matters of interest to them. Many more have taken advantage of the old price and secured themselves for some years to come. For instance, F. M. Barney, the well-known dealer of Elm Creek, Neb., writes us on June 18, as follows:

"Dear Sir:—I have rather expected you to raise the price of your Talking Machine World, as you have been giving more than the money's worth, and are now on a safe basis. I, however,

take advantage of the old price and include \$2.50 for five years advance subscriptions, for which please receipt me. Congratulating you on your successful publication, I am, Very truly, F. M. Barney."

TO be successful in any line, one must have ambition and dreams of high ideals to be attained and lived up to, and the policy of this publication at the start was "a square deal" for all. We have endeavored to stimulate and encourage trade. There is room in the conduct of a trade newspaper for the developing and displaying of good business traits, because a trade newspaper is closely related to industry, and its functions are infinitely superior to those of some of the daily papers which are forever presenting in glaring headlines the seamy side of life, and giving pages to a recital of the nastiness of the divorce courts and murder trials and scarcely a lie to some of the inventions which have meant much to toiling millions. A trade publication largely appeals to the intellectual and thinking side, and it occupies today a very much different position in the world than years ago. The trade paper, properly conducted, should be clean and educational in its force, helping industry and emphasizing the advance made in inventive skill.

A READER asks: "Would you suggest advertising through the summer?" Of course we would. According to "Rusty Mike," a business can go along without much advertising, so can a boy go along without much eating, but he wouldn't grow very fast. The business that is not advertised gets along and it usually lands in the same row of graves with the farmer's mule. The owner of this human pile driver once conceived the idea of feeding his mule sawdust instead of oats. He got along all right for awhile, but just about the time he was getting used to it, he died. Business must have the oats of advertising—it cannot live otherwise, and any penny wise, pound foolish man who thinks that he can stuff this vitalized force with the sawdust called "I don't have to advertise," will wake up some morning and find the legal white crape, commonly known as the sheriff's notice, pasted on the door. In advertising, aim at the average citizen, and don't get rattled if the critic ridicules your copy, if it is sane. Remember that there are about seventy millions of average citizens, and perhaps a dozen critics of advertising.

THERE are some pretty big talking machine establishments in this country, and the problem of selling and maintaining a thorough sales-staff is an ever present one, for the manager is confronted constantly with the necessity of choosing from a large number of applicants. He must first study to serve the interests of the house in the talking machine field. It is important therefore that he should have a thorough and careful system of judging their capabilities and comparing their strong points. Experience in sizing up men, and reading human nature is not the sole essential by any means. Method is also necessary in the business of selecting recruits, and if the manager desires to save time and effort he is not particular, and feels satisfied that he has chosen from among the many applicants the most thorough and reliable man.

## Notice to Subscribers

On and after July 15 the Annual Subscription to *The Talking Machine World* will be ONE DOLLAR. Foreign Countries One Dollar and Twenty-five Cents.

ONE of the best tests in judging a salesman's efficiency is a question as to how he has handled the knotty problems of selling in the past. If conditions and character of the man seem to warrant it, it would pay to have him give an actual demonstration of how he would make a sale. The selling of talking machines, like everything else, requires clever, capable men, and the better the selling staff, the more business will be done, and the salesmen themselves should learn every possible point regarding their business. It was only recently that we were in a large talking machine establishment two weeks after new records were out, and yet some of the salesmen seemed in entire ignorance of any of the new records sent out by two or three of the leading concerns. Every month there are some specialties which people will buy instantly when their attention is called to them, and it should be the duty of salesmen to keep posted on new records, and to present their merits to their callers.

BUSINESS can be worked pleasantly and satisfactorily, and the best way a salesman can make money for himself out of the talking machine business is to make money out of his trade for his employer. The good things of life never come to men who are simply dreamers. No man ever succeeded unless he put more thought on his work than on what his proceeds would mean to him in the way of advancement and gratification.

WAREHOUSES, too, should be attractive, and the instruments should not be set around in an indifferent manner. The display features are worth thinking over, and the more a dealer goes into the subject the more he can see the possibilities of betterment which will mean an increase in the money-making powers of talking machines, and it is the profit side that interests most men in business nowadays whatever their vocation may be.

CORRESPONDENCE from a number of cities shows that the talking machine business has kept up wonderfully well. One large jobber, in writing *The World*, says: "I have been more than delighted with my June business, and while I expect a little slowing up in July, I have got some novel means of pushing trade, which I think will keep business up in good form." That's the kind of spirit that makes trade.

DURING the visit of Mr. Edward Lyman Bill to Europe he consummated arrangements with W. Lionel Sturdy, a gentleman of wide experience in the trade paper and advertising world, who will act as representative of *The Talking Machine World* in London, England, and offices will be opened at a central point in that city at an early date.

## SOME LATE NOTES FROM CHICAGO.

(Special to The Talking Machine World.)  
World Office, 195-197 Wabash avenue,  
Chicago, Ill., July 12, 1906.

Manager Geissler, of the Talking Machine Co., is highly pleased with the business of the company since he took hold a few months ago. He has made five large new Victor dealers in Chicago the last two weeks and the initial order from the Cable Co. was one of the largest placed in Chicago. Mr. Geissler looks forward to a big business on the Land-O-Phone home recorder for disc machines for which they have been made distributors. They will be in a position to supply the trade with the new device by the time this issue of the World is out.

The first of the new Type B. M. graphophone to arrive here is on exhibition at the Columbia Phonograph Co.'s Chicago branch. The volume of sound is a mean between that of the B. C., Twentieth Century and the ordinary machine, and the price, \$75, will no doubt make it a remarkable seller.

H. L. Willson, manager of the Chicago branch of the Columbia Phonograph Co., is visiting headquarters in New York, and on his return will bring back with him Mrs. Willson, who has been spending some time at her former home in Pennsylvania. W. W. Parsons, of the Commercial Department, has just returned from the East, and E. C. Plume, who looks after the western jobbing interests, leaves this week for New York.

Mr. Thompson, manager of the talking machine and sporting goods departments at Rothschild & Co.'s, goes east on a buying trip the middle of the month. He reports a good business on the Thompson modifier, of which he is the inventor.

The Healy Music Co. are now thoroughly settled in their new location at Wabash avenue. Two handsomely finished private rooms on the main floor are devoted to talking machines. Besides the Zonophone, for which they are jobbers,

they also now handle the Victor and Edison machines in a retail way. The stock rooms are in the basement. Manager Faber, of the talking machine department, reports business as excellent.

The Chicago Case Manufacturing Co., 142-144 West Washington street, make a strong specialty carrying cases for every make of machine, both disc and cylinder, and also horn carrying cases and disc and cylinder record cases. The company carry constantly in stock what is probably the most complete line on the market, and special sizes can be promptly made to order, as the company have a large and excellently equipped factory. They also make an extensive line of band instrument cases.

## BUSINESS RUSHING IN SEATTLE.

Getting Trade Diverted from San Francisco—  
Difficult to Keep Stock Required—Johnston  
and Other Leading Dealers All Very Busy.

(Special to The Talking Machine World.)  
Seattle, Wash., July 3, 1906.

As a result of receiving a large portion of the talking machine trade temporarily diverted from San Francisco, the dealers of this city have been experiencing considerable trouble in keeping their stock up to the usual size. Not long ago one house received over 20,000 Victor records in a double shipment, and within a short time such inroads had been made into this immense stock that the company was short on many popular numbers. And as orders were taken for future delivery of the leading numbers, incoming shipments were depleted almost as soon as received. The record famine does not apply to any particular line of goods, for all are equally affected.

The outlook for continued good business in the talking machine line is excellent, everybody being busy.

The D. S. Johnston Co. have found that the low price of the Edison records (they are jobbers of the Edison goods) has proven a boon to the small dealers out of town, enabling them to

carry the entire catalogue with a comparatively small outlay of capital.

The other dealers, including Sherman, Clay & Co., Kohler & Chase, the Columbia Phonograph Co., Cline's Piano House and William Martins are all getting results from this branch of their business. Mr. Martins is the latest addition to the ranks, but he is holding his end up with the Victor line.

## JOHN KAISER'S GOOD TRIP.

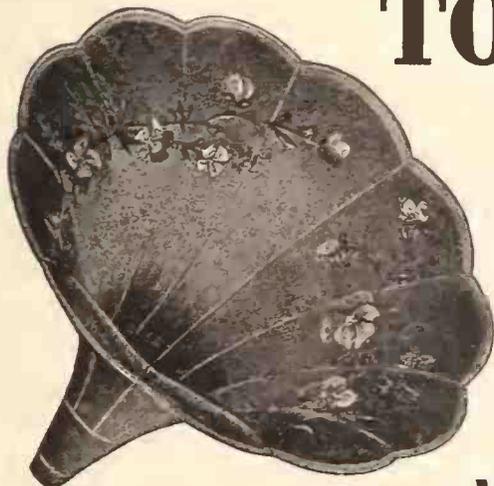
A trip, covering one week each in New England and New York State by John Kaiser—"our old college chum"—for the Douglas Phonograph Co., New York, was fruitful of results, especially in securing a number of good sized orders for the Searchlight horn, on which the company controls the sale in the Eastern States. In Boston, C. G. Andrews, of the Boston Cycle & Sundry Co., has taken up the Searchlight extensively. Other jobbers are equally enthusiastic, according to the veracious J. K., who was shown many courtesies all along the line when calling on the trade.

## DEMAND FROM SOUTH AMERICA.

A great and growing demand for talking machine records for southern countries is in evidence. The American Record Co., Hawthorne, Mass., have received many favorable comments from their Mexican, Cuban and South American trade on their fine list of Spanish and Mexican selections by the Curti Mexican Orchestra, which appeared in one of their recent bulletins. The demand from the Spanish speaking countries is for high-grade musical numbers and operatic selections. Italian operatic records have as large a call as the strictly Spanish, or those of Spanish color.

Last week a single order of \$110,000 for machines and records was placed with the National Phonograph Co. by a New York City jobber. General Sales Manager Wilson is beaming.

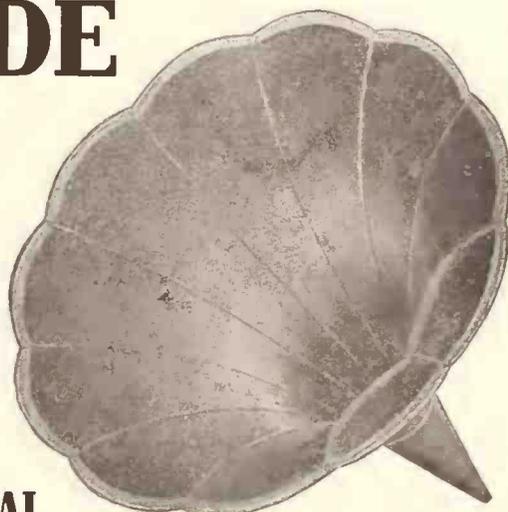
## TO THE TRADE



We take pleasure in calling  
your attention to our new

Collapsible  
Flower Horn

MADE ENTIRELY OF SHEET METAL



This horn can be put together inside of three minutes and when not in use may be placed in a 6x20 carrying case. We guarantee this horn in every respect as to its wearing and accoustic qualities.

Owing to the increased demand for our product, we have been forced to move our plant to larger quarters at **9-11 Crawford St., Newark, N. J.**, and have installed new machinery to use heavier gauged metal in the manufacture of Flower Horns, which places our line as the strongest and best enamelled tinted Horn on the market.

**Jobbers are cordially invited while in New York to call at our offices and inspect our line.**

**NEW JERSEY SHEET METAL CO.**

**New York Offices, Billings Court, opp. Waldorf-Astoria, cor. 34th St. and Fifth Ave.**

# THE LAND-O-PHONE

(PATENTED)

## HOME RECORDER

HAS ALREADY SCORED AN UNPARALLELED SUCCESS, AND BEEN ENDORSED BY THE ENTIRE TRADE

There is no doubt of the simplicity and practicability of the

**Land-O-**

**Phone**

**Home**

**Recorder**

It is absolutely safe, is easy to attach, and a child can operate it. The *Home Recorder*



MAKING A HOME RECORD ON THE VICTOR MACHINE WITH THE LAND-O-PHONE HOME RECORDER

sells on sight, and the leading distributors east and west are taking it up with enthusiasm.

Owing to the enormous demand for the *Land-o-Phone Home Recorder*, the trade should not delay in ordering, as our plant is now pushed to its utmost capacity.

*Dealers should order through their Jobber.*

List Price for Home Recorder, \$10.00

Blank 10½ inch Records, \$.25

Distributers for the Home Recorder to Date:

CHICAGO—The Talking Machine Co., 107 Madison Street

PITTSBURG—{ Powers & Henry, 619 Penn Avenue  
 { Theo. F. Bentel Co., 632-634 Liberty Street

NEW YORK—{ Douglas Phonograph Co., 89 Chambers Street  
 { Victor Distributing and Export Co., 77 Chambers Street

WRITE FOR PARTICULARS.

**THE LAND-O-PHONE COMPANY, Inc.,** Offices: 288 FIFTH AVENUE  
 ==NEW YORK CITY==

## EDISON JOBBERS WHO ARE COMING.

List of Men from the Various States Who Will be in Evidence at the Invitation of the National Phonograph Co. This Week.

As referred to elsewhere in The World, every arrangement has been perfected for the entertainment of the Edison jobbers by the National Phonograph Co. this week. The headquarters will be at the Waldorf-Astoria Hotel, where the guests will register Tuesday afternoon. The completed list of jobbers who have accepted the invitation of the company and who will be present is as follows:

- Germany—Thomas Groff, Berlin.
- Canada—R. S. Williams, Jr., of R. S. Williams & Co., Ltd., and H. C. Stanton, Toronto.
- Alabama—A. R. Boone, T. Williams, Birmingham; W. H. Reynolds, Mobile, Ala.; R. L. Penick, Montgomery.
- Arkansas—S. M. Field, Little Rock.
- California—F. J. Hart, of Southern California Music Co., Los Angeles.
- Colorado—W. S. Fergusou, H. Shields, of Denver Dry Goods Co., and Thomas Hext, of Hext Music Co., Denver.
- Connecticut—W. O. Pardee and H. L. Ellenberger, of Pardee-Ellenberger Co., New Haven.
- District of Columbia—E. H. Droop, of E. F. Droop & Sons Co.; Sigmond Kann, of S. Kann, Sons & Co.; J. Macfarquahar and S. E. Philpitt, Washington.
- Georgia—J. P. Riley, Atlanta Phonograph Co.; B. L. Crew, Phillips & Crew Co., Atlanta; A. C. Jones, Waycross.
- Illinois—Fred K. Babson, of Babson Bros.; C. E. Goodwin and J. F. Bowers, of Lyon & Healy; J. W. Harrison, James I. Lyons, L. A. Olmstead, Samuel Insull, Edw. H. Uhl, Chicago; Eugene Zimmerman, Peoria; L. E. Caldwell and J. C. Caldwell, Quincy.
- Indiana—W. E. Kipp, Kipp Bros. & Co.; Chas. F. Craig, E. A. Link, A. B. Wahl, A. P. Wahl & Co., Indianapolis.
- Iowa—D. F. Hopkins, J. O. Hopkins, Hopkins Bros. & Co., Des-Moines; Charles Stayman, Early Music Co., Fort Dodge.
- Louisiana—E. H. McFall and F. J. Buckowitz, National Automatic Fire Alarm Co., and William Bailey, New Orleans.
- Kentucky—C. A. Ray, Louisville; B. F. Magruder, Goshen.
- Maine—E. H. Dakin, Bangor; W. O. Ross and F. C. Smith, Portland.
- Michigan—E. Percy Ashton, Detroit; C. A. Grinnell and I. L. Grinnell, Grinnell Bros.; Max Strassburg, Detroit.
- Massachusetts—C. G. Andrews and F. M. Linscott, Boston Cycle & Sundry Co.; E. F. Taft, Eastern Talking Machine Co.; E. E. Currier, Frank S. Boyd, William L. Veale, S. J. Francis, D. R. Harvey, C. E. Osgood, F. A. Bliss, Fitchburg; Thomas Wardell, Lowell; W. H. Bassett, New Bedford; J. C. Brickett and George W. Flint, Springfield; H. P. Emory, Worcester, Mass.
- Minnesota—Thomas C. Hough, Minneapolis; G. H. Heinrichs, George W. Koehler, L. H. Lucker, C. Lucker, George W. Maire, O. P. Stickney, St. Paul.
- Missouri—T. P. Clancy, P. E. Conroy, Conroy Piano Co.; A. G. Quade, E. B. Walthall, St. Louis; C. J. Schmelzer, Kansas City.
- Montana—Frank Buser, Helena.
- Nebraska—George E. Mickel and D. W. Shultz, Omaha; H. E. Sidles, Lincoln.
- New Jersey—A. W. Toennies, Jr., and A. W. Toennies, Sr., Eclipse Phonograph Co., Hoboken; A. O. Petit, Edison Co., Newark; James K. O'Dea, Paterson, N. J.; A. F. Stoll and John Sykes, Trenton.
- New York—R. Bernaniji, John W. Blackman, John F. Blackman, J. N. Blackman, Blackman Talking Machine Co.; P. L. Waters, Alfred Weiss, G. Vintschger, V. H. Rapke, William C. Shields, Lipman Kaiser and S. B. Davega, of S. B. Davega; Robert C. Ogden, of John Wanamaker; C. V. Henkel and A. P. Petit, of Douglas Phonograph Co.; J. T. Maclean, William M. Hollins, N.

Goldfinger, with the Siegel-Cooper Co.; Otto Lion, W. E. Peck, Sol Bloom, B. R. Barklow and F. G. Loeffler; Battini Phonograph Co.; A. H. Jacot, C. H. Jacot and Marc K. Mermod, of Jacot Music Box Co.; Charles Klimper, I. Davega, Jr., John P. Kelsey, Brooklyn; H. A. Gordon, H. S. Gordon, Winchester Britton, J. R. Bradlee, John Rose (Astoria), F. Bockhorst, New York City; P. A. Powers and Robert L. Loud, Buffalo; W. O. Crew and John N. Willys, Elmira; N. D. Griffin, Gloversville; William H. Davis, Kingston; Frank E. Bolway, Oswego; A. J. Deninger, John F. Griffin, G. B. Miller, S. T. Williams; W. J. Smith and E. B. Smyth, Rochester; W. C. Finch and W. E. Hahn, of Finch & Hahn; J. A. Rickard and J. W. White, Schenectady; C. N. Andrews and W. D. Andrews, Syracuse; W. F. Carroll, J. L. Fairbaults, Arthur F. Ferriss, William Harrison and M. C. Robinson, Utica.

Ohio—E. J. Heffelman and Charles B. Klein, Canton; Geo. Ilsen, of Ilsen & Co.; Howard E. Wurlitzer and Rudolph H. Wurlitzer, Rudolph Wurlitzer Co., Cincinnati; P. B. Whitsit, of Perry B. Whitsit Co., and L. M. Weller, Columbus; T. H. Towell, Cleveland; Edw. F. Dohso and Chas. F. Niehaus, Dayton; E. F. Ball and James Fintze, of Ball-Fintze Co., Newark; J. M. Hayes, Toledo.

Pennsylvania—G. C. Aschbach and M. J. Peters, Allentown; Henry Braun, Allegheny; William Werner, Easton; S. K. Hamburger, Harrisburg; T. W. Barnhill, of Penn Phonograph Co.; A. M. Collins, Louis Buehn, of Wells Phonograph Co.; Harry Goodman, A. C. Weymann and Harry W. Weymann, of H. A. Weymann & Son; Adolph Weiss, of Western Talking Machine Co.; H. F. Miller, John B. Miller and R. J. Minchweiller, Philadelphia; Theodore F. Bentel, of Theodore F. Bentel Co.; W. E. Henry, of Powers & Henry Co.; D. M. Wagoner and J. L. Wagoner, of Pittsburgh Phonograph Co., and F. Olnhausen, Pittsburgh; Edw. A. Gicker and O. F. Kauffman, Reading; G. L. Ackerman, J. Foster Davis and T. J. Foster, Scranton; M. V. De Foreest and W. C. De Foreest, Sharon; W. A. Myers, Williamsport.

Rhode Island—L. M. Darling and Charles Field, Pawtucket; J. A. Foster, S. A. Howland, Charles D. Rodman, J. Samuels, E. E. Saul, Eugene M. Sawin, A. T. Scattergood, E. A. Scattergood and H. Wonderlick, Providence.

Tennessee—A. R. King and Daniel Orndorff, Knoxville; F. M. Atwood, O. K. Houck, of O. K. Houck Piano Co., and F. E. Miles, Memphis; Olney Davies, Nashville.

Texas—C. B. Harris, Dallas; W. G. Walz, El Paso; D. Shepherd, Fort Worth; H. M. Holleman, Houston.

Utah—A. T. Proudfit and Clement Williams, Ogden; J. L. Daynes, Jr., Salt Lake City.

Washington—J. Carstens and W. H. Foster, Spokane.

Wisconsin—Hugh J. McGreal and L. E. McGreal, of McGreal Bros., Milwaukee.

## SEARCHLIGHT HORN IN GREAT DEMAND.

The Searchlight Horn Co., whose artistic announcement in last month's World attracted such widespread commendation, are again in evidence with another illustration of their horn which has won a tremendous vogue, judging from the way orders are coming in. The jobbers handling this specialty are receiving not only orders day after day, but appreciative words for this handsome creation. In fact, not only are inquiries reaching the manufacturers from all sections of the United States, but foreign countries have cabled asking for "rights." For instance, the Gramophone Co., of London, cabled at once, after the receipt of the last World, asking for "rights" for Great Britain, and negotiations are now under way. Perhaps nothing ever produced in the talking machine trade has made such a hit as the Searchlight horn, and those jobbers who have not investigated its merits will doubtless find occasion to call on the New York jobbers, the Douglas Phonograph Co., 89 Chambers street, during their visit to the city.

Henry B. Babson, president of the Universal Talking Machine Co., left New York for a hurried trip to Toronto, Can., Tuesday of last week, coming back Friday. The object of the journey was to establish a new exclusive Zonophone jobbing agency for the Dominion, R. S. Williams & Sons Co., Ltd., having relinquished the connection.

There is always a lull in the summer months, although many dealers and jobbers report a good demand for records particularly adapted to the vacation period. The American Record Co., of Springfield, Mass., are making a specialty of certain selections of the famous "Indians" for outdoor work. They consist of quartettes, duets, minstrel selections and several pleasing orchestral numbers for dancing.

The Universal Talking Machine Manufacturing Co., New York, recently received one of the largest orders for machines and records from Buenos Ayres, A. R., ever sent to the States. It will keep their factory running full up for a while.

## Syracuse Wire Record Racks.

A Money Maker for the jobber who sells them.

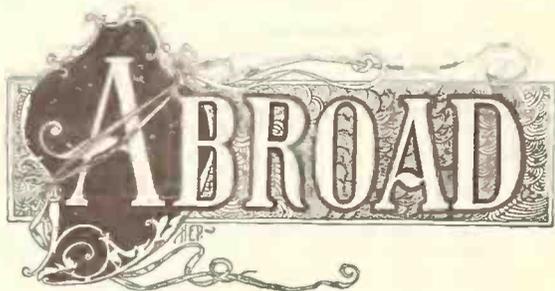
A Money Saver for both the jobber and dealer who uses them.

You are Losing Money unless you do one or both.

Better get in line if you are not already there.

Do it now.

SYRACUSE WIRE WORKS,  
SYRACUSE, NEW YORK.



(Special to The Talking Machine World.)

London, Eng., July 5, 1906.

Trade conditions in this city were never as satisfactory as at the present time. This view of things is based upon interviews with leading manufacturers, dealers and factors. Had it been December instead of July, the various houses could not have been working at greater pressure. This is not flamboyancy of statement but facts. Everything points to next season being the greatest in the history of the talking machine trade in this city.

\* \* \* \* \*

The Gramophone & Typewriter, Ltd., give me this exclusive paragraph for the benefit of The World: The Auxetophone, the invention of the Hon. Charles Parsous, of Turbine fame, is causing quite a panic among dealers throughout the world. Thousands are waiting anxiously for this machine, and the Gramophone Co. are giving to one and all a promise for early delivery in September.

\* \* \* \* \*

James H. White has tendered his resignation as manager and director of the National Phonograph Co. in this city.

\* \* \* \* \*

The Columbia Phonograph Co. are having erected some magnificent new offices in Oxford street. They will shortly be opened, and will be one of the finest buildings in the West End of London.

\* \* \* \* \*

S. W. Dixon, the popular manager of the Gramophone & Typewriter, Ltd., has arrived back in England from South Africa, where he has done splendid business for his company.

\* \* \* \* \*

The Gramophone Co. have raised the price of Caruso records from 10 shillings to 20 shillings. This is a most unusual thing to do, and I think they have made a big mistake.

\* \* \* \* \*

The sale of flower horns in England just now is enormous. They sell like "hot cakes." This next season will be a gold mine for go ahead lively dealers in these goods.

\* \* \* \* \*

One thing this summer season I am very glad to note wherever I go. There is no "close down" with the dealers. They are doing a nice trade, which I have always contended could be done with push, energy and discretion. The wholesale houses are co-operating with the retailer and the result must be pronounced a great success.

\* \* \* \* \*

The Neophone, Ltd., have just appointed one of the largest firms in Australia as their agents, in

Messrs. Tozer, Kemsley & Fisher. They have branches in Melbourne and Sydney, and will, therefore, be of considerable help to the Neophone Co.

\* \* \* \* \*

A. H. Brooks, late of the Nicola Record Co., has been appointed recording expert to the Odeon Co. This company is, of course, owned by the International Talking Machine Co. J. D. Smoot, who has been connected with the Odeon Co. for some considerable time, has been transferred to Berlin. He is now enjoying a well-earned holiday in the States before taking up his new post.

\* \* \* \* \*

The British Zouphone Co. have now moved into their splendid new premises, 43 City road. It consists of five very large floors. Mr. Long, the manager, informs me that since the reduction in the price of their records, the sales have been tremendous.

\* \* \* \* \*

The new Polyphone Supply Co., Ltd., have now acquired the good will and stock of the old-established firm, Nicole Freres, Ltd., Ely place, E. C. I wish them every success. They will not manufacture any disc or cylinder records, but will "factor" them only.

\* \* \* \* \*

The grand opera records put on the market by the National Phono Co. have been the greatest success they have ever touched on. Other noted singers will shortly be added to the list.

\* \* \* \* \*

The following companies are doing a bigger and better business now than they have ever done before. This should cheer up the real live dealer. Here is the list: National Phonograph Co., Ltd., Columbia Phono Co., Sterling (Russell Hunting Co.), Pathe Freres, Edison-Bell Co., Gramophone & Typewriter, Ltd., British Zouphone Co., Odeon Co. This don't show that the "talker" is dying out, eh?

\* \* \* \* \*

The Russell Hunting Co. have discovered a "new star" of sterling value in Miss Ella Retford. She was found at the Tivoli Music Hall in the Strand by Mr. Hunting. She is a native of Sunderland, and her specialty is coon songs. She asserts that her most successful song was the tremendous favorite, "Bill Bailey." She has just made six records for this company, including the "Little Rocking Chair." They are all excellent.

\* \* \* \* \*

Mr. Balcombe, the manager of Messrs. Barnett Samuel & Co., Ltd., in an interview, said that orders are certainly not as large as during the winter months, but, at any rate, the results conclusively prove that the summer trade is undoubtedly worth fostering. They are putting several new disc machines on the market, ranging in price from 35 shillings to £12 12s.

\* \* \* \* \*

The Gramophone & Typewriter, Ltd., gave a most successful recital at the Savoy Hotel recently. The arrangements and "get up" of the programme was excellent and reflected great credit on the management.

\* \* \* \* \*

The Edison-Bell Co. have just put on the mar-

ket three fine records by Chirgwin. They are absolutely lifelike, especially the "Blind Boy." They should sell by the thousand.

\* \* \* \* \*

The Columbia office graphophone has found a most appreciative public in London. A large number of the leading business houses in the city have had them installed. Mr. Wassley, the manager of this department, is making great strides for his company, and I expect shortly to hear that the office graphophone is to be found in every well conducted and up-to-date house.

\* \* \* \* \*

The Columbia Co. have just opened very fine new premises at 54 Market street, Manchester, where a brisk business is being done. Manchester is the very heart of the most densely populated industrial area in the world, and is in the north of England.

\* \* \* \* \*

The demand for the Edison productions in England has been so great that the National Co. have been compelled to drop the June American list of records, so that they can by this means catch up on orders of current stock. This is a remarkable statement for them to issue, but it clearly shows how great is the demand.

\* \* \* \* \*

Concerning the new "spun record" being brought out by the Edison-Bell Co., of Charing Cross road, which I mentioned in the June issue, Mr. Fox, the secretary of the company, told me that the new record would be of such a nature that it would "wear like iron." This, of course, does not imply that their present records are inferior to any on the market (from their point of view), but that the new process would considerably enhance the value of them.

\* \* \* \* \*

What a sight the Thames presented on Ascot Sunday this year! Everywhere we went we found the hundreds of steamers, houseboats and small crafts full of people, and in nearly every case you could find either a cylinder or disc machine on the boat. I never remember seeing so many "talkers" on fashionable boats, which should go a long way to prove to those false prophets that the talking machine business is not dying out.

F. PROCTOR.

M. Steinert & Sons Co., of Boston, Mass., the well-known jobbers of Victor machines, records and supplies, have been having splendid business during the past month. Under the able management of E. P. Cornell, their large store, located at 35-37 Arch street, has grown to be one of the leading "talker" centers in the East. This has been greatly due to their careful attention to dealers' orders and prompt return shipments. They are now handling a number of paying accessories in this line for dealers—one which they are themselves manufacturing and are featuring in their advertisement in this issue. These envelopes keep stock in condition and are made of a tough, transparent material which will wear like iron, and enable the user to see the number and name of the record without removing the cover.



## ATTENTION!

ARE YOU HANDLING  
**Denham Phonographs?**

If not, write at once and secure SOLE AGENCY for your town.

 **Our Great Summer Selling Scheme**

is at your disposal. It will double your business in records and more expensive machines in a month.

**THE EDWIN A. DENHAM COMPANY, Inc.,** 31 Barclay Street, NEW YORK  
BERLIN LONDON

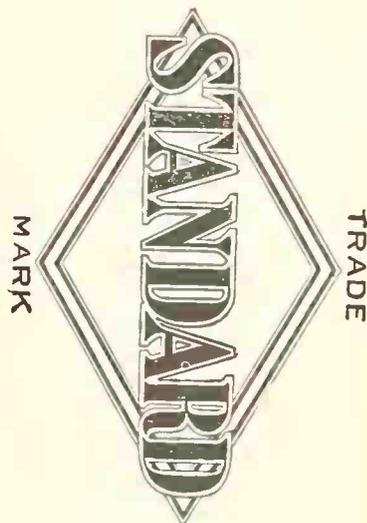
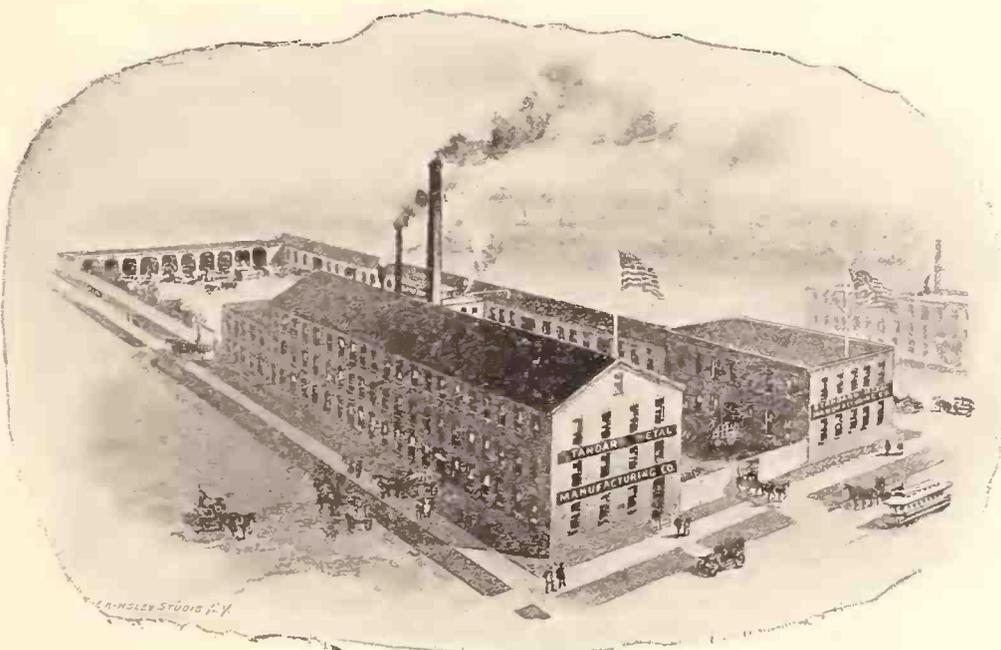
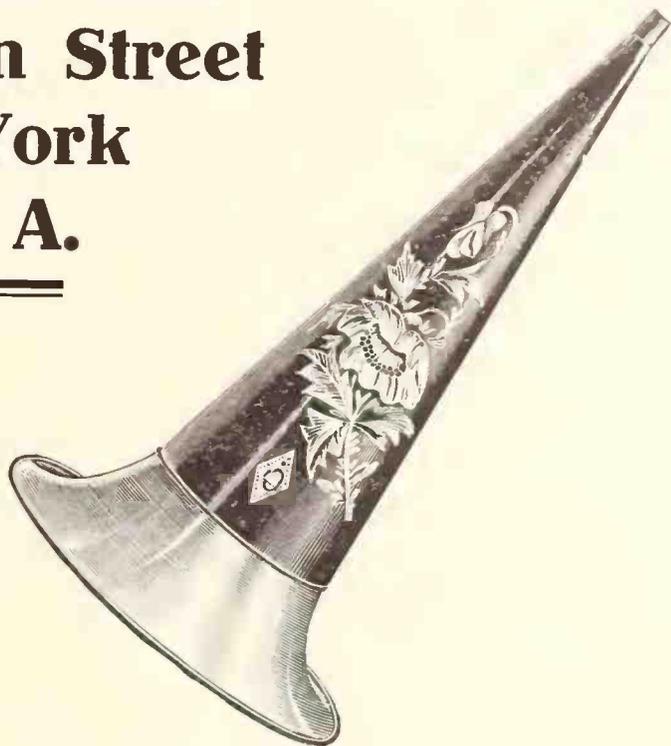
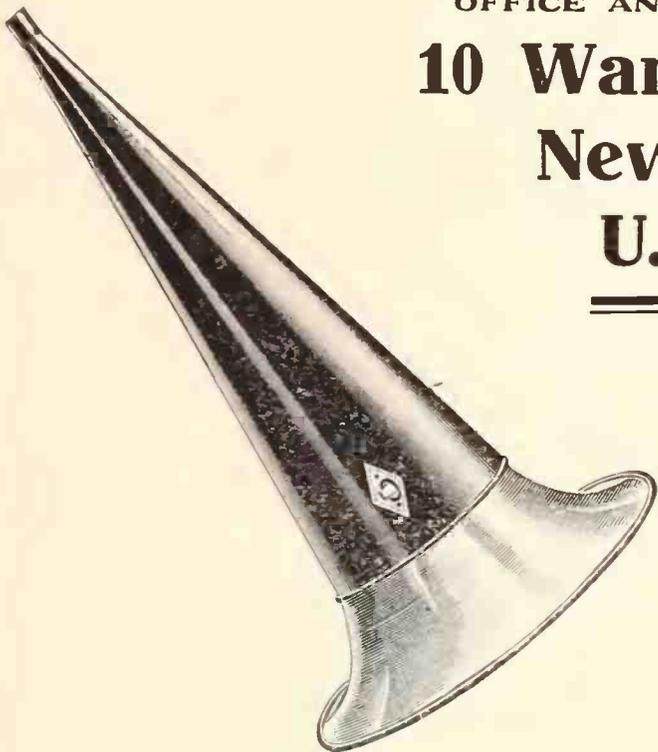
# Standard Metal Mfg. Co.

OFFICE AND SALESROOMS:

## 10 Warren Street

## New York

## U. S. A.



FACTORY: NEWARK, N. J.

### JOBBERS,

 when in the City call at our Sample Room to see our Fall line. They will interest you.

our Catalogue is ready, it will assist you to sell our product

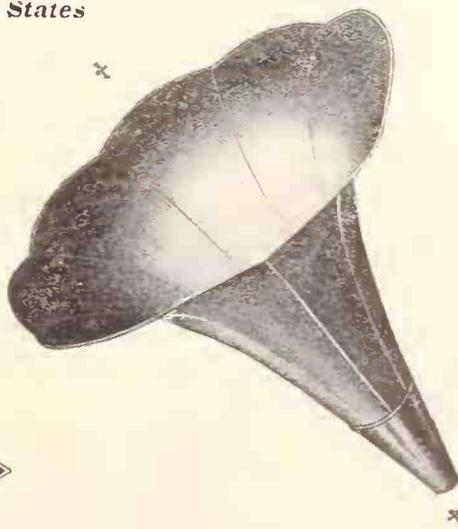
*We claim to have the largest and best line of Horns in the United States*

Will take pleasure in a personal interview or by correspondence.

TRADE



MARK



## TRADE NEWS FROM ALL POINTS OF THE COMPASS

Henry J. Hagen, of the Victor Talking Machine Co.'s New York recording laboratory, writes from Buenos Ayres, A. R., S. A., that the "talent" in that part of the world are not at all modest in their demands. Here, where an average artist is paid \$2.50 for a song or talk, there \$4.50 is demanded. One supposedly high-grade gentleman, who hailed from Milan, Italy, offered to record 100 songs for \$2,000. Henry says prices on everything are sky-high, double the New York schedule, excepting in the liquid refreshment line, if the native product is consumed.

"Doc" O'Neill, the star traveler of the Zonophone staff, who came East before the 1st, went to Boston, his home, to enjoy the vacation rest. It was in "bean town" that the Doctor studied and practiced dentistry. Since then he has graduated into the ranks of the talking machine hustlers with high honors.

The "Edison Business Record" for June is a clever number, with illustrations to match. The expansion of this department of the National Phonograph Co. is marvelous, for which Manager Durand is given full and deserved credit.

Max Landay, of the Land-o-Phone Co., New York, sailed for Europe on the 7th, aboard the "Lucania" of the Cunard line. He will return in five or six weeks, and will combine business with pleasure—mostly the latter.

A needle-feed sound box has been finished and placed on the market by a Western concern. It is an ingenious device, but how practicable remains to be seen. So far, the goods have been shown a few jobbers, with the trade at large knowing little, if anything, about it.

A consignment of 400 Edison phonographs and 20,000 records, shipped to the National Phonograph Co.'s Sydney, Australia, branch house, was lost on the steamer Oakburn, from New York, which was wrecked near Cape Town, Africa, May 21. The loss was covered by insurance. As soon as the company's foreign department learned of the loss it duplicated the shipment. A total of 1,746 cases of Edison phonographs and records were shipped to their Sydney branch in that month. This is excellent evidence of the growth of the Edison business in Australia.

A Packard high-power automobile has been acquired by Edward B. Jordan, the Brooklyn, N. Y., manufacturer of talking machine cabinets. His New York friends in the trade believe he must have had an extra streak of luck with the "bones."

W. A. Lawrence, of the Standard Specialty Mfg. Co., who was in Boston the latter part of June stirring up the home situation, which is attracting marked attention these warm days, returned to New York in time to fittingly observe the "day we celebrate" and with a lot of good orders booked for early delivery.

Among the enterprising subscribers to The World in South America are Figner Irmaos, of Sao Paulo, Brazil. They are doing an immense business not only in American talking machines and supplies, but in all kinds of specialties. Their establishment is popularly known as the Casa Edison. They also publish a monthly paper called "The Echo," which contains much of general interest.

She—"Did you ever see the Homer twins?" He—"Yes." "Don't you think the boy is the picture of his father?" "Yes, and I also think the girl is the phonograph of her mother."

E. P. Cornell, manager of the talking machine department of the M. Steinert & Sons Co., the wholesale and retail piano house of Boston, Mass.,

who have branch stores in several other New England towns, was married last month and is now on a month's wedding trip.

Jones, Floyd & Co., of Ritchfield, Utah, are among the enterprising representatives of the Edison goods in that section of the country. Of course, they are World subscribers; in fact, every live house in this country as well as in South America and in Europe is numbered among our supporters.

The four stores of the Powers & Henry Co., Pittsburg, Pa., are spoken of by the traveling men as among the finest in the country, and their particular locations as chosen by a genius for trade.

Rumors are rife that many Edison jobbers of ordinary abstemious habits and inclinations are preparing to hop off the water wagon promptly on their arrival in New York this week, viz., July 17-20, but not before. Months have elapsed since a number of this engaging fraternity have indulged in the "waters of Bacchus," but the time of their deliverance from bondage is joyfully hailed as now at hand.

When the late Tamagno was singing in "Trovatore" many critics considered his method too strenuous and one of them said: "C'est Tamagnifique, mais ce n'est pas le chant!" It is curious how much sweeter the late singer's voice appears under the subduing influence of the talking machine.

Tom Murray, of the traveling force of the Columbia Phonograph Co., general, known everywhere for the size and character of the orders he corrals, was in New York early in the month consulting with Walter L. Eckhardt, manager of the wholesale department on the acceptance of several new jobbing accounts. Mr. Murray took great pleasure in calling on his many friends in the various branches of the business in and outside of his own company, and was given a cordial reception.

W. S. Long, of the phonograph department of F. T. Evans & Sons, Delaware, O., gives an open air concert every Sunday afternoon during the summer at the Mineral Springs, near that city. The music is of a religious and classical nature, and includes the latest pieces in both Edison and Columbia records.

The reports of the illness of Leon F. Douglass, vice-president of the Victor Talking Machine Co., Camden, N. J., are not of an alarming nature. Many inquiries from the principal centers have been received, indicative of the esteem in which he is held by the trade at large.

Robert L. Loud, one of the best-known music dealers of Buffalo, N. Y., is spoken of by the traveling men as qualifying to have one of the best talking machine departments in connection with his store in that city. He is giving the business his close attention, and the best results are predicted.

We have recently been shown a new compartment needle box that is a practical article of considerable merit. A patent has been obtained on the box, and other patents are pending. The patentees, Hawthorne & Sheble Mfg. Co., of Philadelphia, expect to have the boxes ready for the fall trade.

The Breslin House has been settled upon by the leading travelers in the trade as headquarters when in New York. It is centrally and advantageously located at Broadway and 29th street, and its appointments are up to date, being a comparatively new hotel.

The Columbia Phonograph Co. will have a splendid representation of commercial graphophones at the third annual business men's show to be held at Madison Square Garden from Oct. 27 to Nov. 3.

"Punch," in the character of a persistent week-ender, complains that "it is practically impossible" to get any decent asparagus or up-to-date talking machine records in the neighborhood. The result is that two chauffeurs have left the week-ender in two months.

At the recent sessions of the Interstate Commerce Commission held in Philadelphia, five commercial graphophones were used in getting out the daily reports of the proceedings.

"What's dat de orchestra was playin'?" asked the heavy-set young man with loud clothes.

"De programme says it's scraps from Wagner."

"Well, I knowed dey had a prize fight in de kinetoscope, but dis is de fust time I ever heard of one bein' set ter music. But judgin' by ear dis felly Wagner must be a daisy scrapper."

The current issue of Joe Chapple's National Magazine has a very interesting story showing how the Congressional reporters get out their copy by means of the graphophone.



## THE MELLO-TONE

**Makes a Musical Instrument  
out of a Talking Machine.**

The addition of the Mello-Tone perfects the Disc Talking Machine and makes it an enjoyable Musical Instrument for the home and parlor.

With the use of regular Victor Needles and the Mello-Tone everything that is on a record is brought out clear and distinct, though in soft mellow tones that are simply perfect. The Mello-Tone is easily attached or removed. Nothing to get out of order and will last as long as the machine does.

For the Victor and Zonophone Machines only.

FOR SALE BY ALL LEADING JOBBERS      RETAIL PRICE \$1.50 EACH  
**MELLO-TONE COMPANY, 40 Harrison Ave., SPRINGFIELD, MASS.**

### M. Steinert & Sons Co. *Victor Distributors*

¶ Largest stock of *Victor Talking Machines* and supplies in the East. ¶ All orders shipped the day received. ¶ *Dealers should write for prices and samples of our disc record envelopes.*

35-37 Arch Street

BOSTON, MASS.

**VICTOR CO. VS. KEEN CO. SUIT.**

Letter from David Keen, President of the Keen Co., Regarding This Litigation, Which Is Not Entirely in Conformity With the Facts as Revealed by Horace Pettit, the Well-Known Attorney—Letters Speak for Themselves.

Philadelphia, July 2, 1906.

Editor The Talking Machine World:

Gentlemen—The following subject may be an interesting one to you—the Victor Talking Machine Co. versus the Keen Co. in a pretended infringement on their disc record. The preliminary trial came off the 28th day of June in the Eastern District of Pennsylvania, before Judge McPherson.

The following is a correct occurrence: They sued us on the U. S. patents No. 334,533, 548,623. One of the patents, being an old method of making a disc record, was thrown out by the court and by their own attorney, Mr. Pettit, as records are not made to-day under that process.

Second patent being on a machine on a free swimming sty'us, particularly claim 5-35, their counsel trying to mislead the court that the record is a part of said claims. The judges in Pennsylvania, knowing a little about talking machines, and the decision was rendered as follows:

The judge said: "I will not decide this case, but upon a bond of the complainant I will restrain the defendant so that it shall go up to a higher court."

The defendant was well represented by E. H. Hunter and R. M. Hunter, expert patent attorneys. It was immediately appealed. Gentlemen, if you wish to print this article in your paper, you will please not misconstrue any of these statements. Yours very respectfully,

THE KEEN CO., David Keen, Pres.

\* \* \*

RE-VICTOR T. M. CO. VS. THE KEEN CO.

Philadelphia, July 5, 1906.

J. B. Spillane, Esq., Man'g Editor:

Dear Sir—Replying to your favor of the 3d inst., asking for a brief summary of the above suit, and the result of the motion for preliminary injunction, would say that this suit was brought by the Victor Talking Machine Co. June 21, 1906, to restrain The Keen Co. from infringing the complainants' Berliner patents by selling talking machine records at a less price than that at which the records were licensed to be sold to the public. An order was entered on the same date that a motion for preliminary injunction be heard before Judge McPherson, in the U. S. Circuit Court for the Eastern District of Pennsylvania, on June 26, 1906, subsequently changed to June 28, 1906. On the latter date the motion for preliminary injunction was fully argued before the court based upon infringement of claims 5 and 35 of the Berliner patent No. 534,543 for Gramophone, of which the record is an important part. The complainant was represented by myself, and the defendant by Mr. Ernest Howard Hunter, of this city.

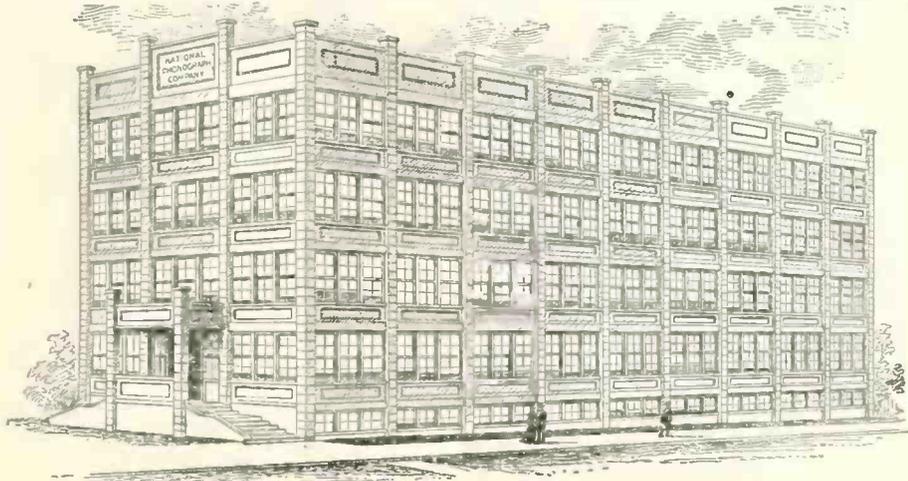
The defendant contended that because Patent

No. 548,623 had been decided by Judge Hazel to be restricted to the particular material of which the record was composed, which defendant did not use, that, therefore, the complainants had no right to claim restrictions upon the sale of records. Judge McPherson, however, in an opinion from the bench, decided that the complainants were entitled to a preliminary injunction based on their contention that the record was an essential part of the claims of the Berliner Patent No. 534,543, which had also been adjudicated by Judge Hazel and sustained in the suit of the Victor Talking Machine Co., et al, vs. The American Graphophone Co., September 28, 1905.

In accordance with this decision a decree was entered by Judge McPherson for the complainants on June 29, 1906, restraining the defendant, its associates, etc., from directly or indirectly, selling, or causing to be sold, or advertising for sale, or in any way disposing of talking machine records of the complainant's manufacture, forming part of claims 5 and 35 of the Berliner Patent No. 534,543, at a less price than the price at which the same are licensed by the complainants to be sold. A bond of \$2,500 was entered by the complainant. I think this will give you the information that you want and will be pleased to give you further data upon hearing from you. Yours very truly, HORACE PETTIT.

**NEW OFFICE BUILDING AT ORANGE.**

The new concrete office building of the Edison companies at Orange, shown below, is rapidly nearing completion. The time department has



THE HANDSOME OFFICES OF THE NATIONAL PHONOGRAPH CO., ORANGE, N. J.

already taken possession of its quarters on the ground floor. The departments that are to occupy the first and second floors expect to move in before August 1. The third and fourth floors will be occupied later.

This building is practically five stories high, for the basement floor is almost entirely out of ground. It is 137 feet along on Lakewood avenue and 50 feet deep. A hallway runs the full length of the structure on each floor, with offices on either side. The building will have a complete elevator service and every modern equipment for business. It is built entirely of re-enforced concrete and is absolutely fire-proof.

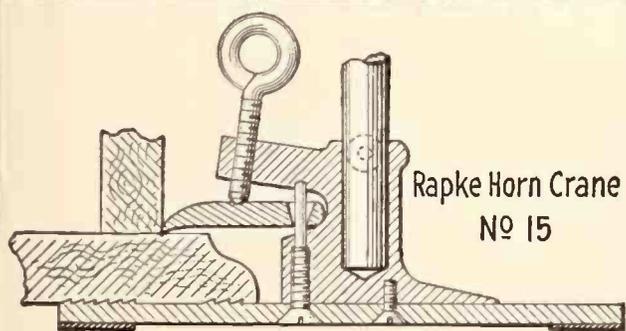
**"TALKER" AS AN ENTERTAINER.**

Pathetic Story of How the Talking Machine Brought Comfort and a New Life Into the Home of a Paralytic—Prays That It May be Introduced Into Every Hospital and Institution in the Country.

"I had never been a talking machine enthusiast," said a well known musician, "notwithstanding my ability to see how the development could bring about some remarkable conditions in the musical world, and by this I mean in the musical world of culture, but I ran into a talking machine situation which made me think in one moment that if nothing else were ever accomplished, no greater godsend had ever been thought of. The story is told very simply, but it leaves something to think about with every one who can feel for a fellow being deprived of health and liberty to go and come according to his own sweet will. I saw a home where the mother had been confined to her apartment for over ten years, a paralytic, but fully alive to the life outside. Her family was grown and in homes of their own, but for one exception. This son decided there must be some way devised to entertain her and as she had been a music lover and no way to have music in the home at command, he resolved to invest in a talking machine. The investment proved the best one that any human being ever dropped on to, as the old lady never tires because she is interested in every side, including the comical stories and vaudeville sketches, as well as every musical

record available. She has become perfectly intimate with composers and the different singers and she looks forward with the greatest delight to the next record that will come into the house. Yes, the talking machine has won its way into my heart. I cannot think of a more wonderful ray of light into the room of an invalid. I wish I could make everybody see it from this standpoint, I would make a petition that it be introduced into every hospital and every home and institution in the country."

A new Columbia phonograph store has been opened in Holyoke, Mass.



Rapke Horn Crane No 15

one half actual size

Retail Price, \$1.50 Dealers' Price, \$1.00

**VICTOR H. RAPKE, Manufacturer, 1661 Second Ave., N. Y.**

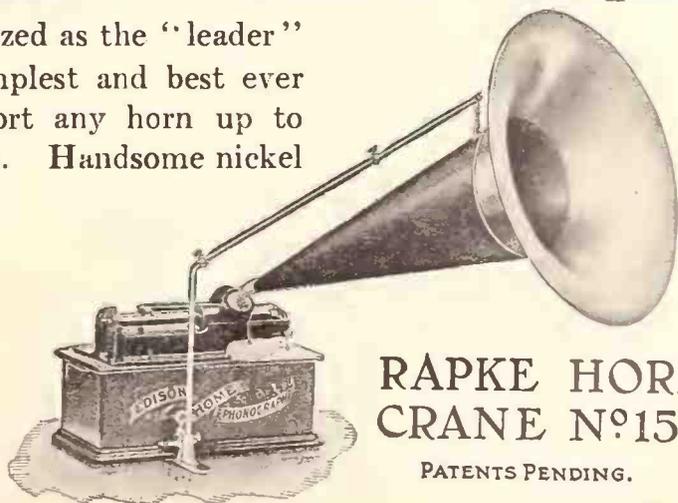
Rapke is now manufacturing labels for Edison, Columbia and Victor Records.

Jobbers while in New York Should Make it their Business to call on Victor H. Rapke

**Rapke Horn Crane No. 15**

Universally recognized as the "leader" in horn supports. Simplest and best ever produced. Will support any horn up to and including 36 inches. Handsome nickel finish throughout. Fits into small space.

**Order Through Your Jobber**



**RAPKE HORN CRANE No 15**

PATENTS PENDING.

## EDISON JOBBERS AND DEALERS SUED.

Test Case Argued—Snap Judgment Fails—Decision Reserved—Great Array of Counsel.

When the New York Phonograph Co., through Samuel F. Heymann, their attorney, served bills of complaint on a large number of Edison New York jobbers and dealers, in which an injunction was asked to restrain them from selling Edison machines and records, besides to render an accounting, and in which damages in each case to the extent of \$10,000 was demanded, those not cognizant of the actual conditions of affairs were misled into believing ruination was staring the National Phonograph Co., who defended the suits, in the face. There is no question the points in controversy are complex.

Since the decree was issued by the Court of Appeals such further proceedings taken emanated from the New York Phonograph Co., consisting, as the defense puts it, "mainly of sensational statements in the daily press, in which the amount of damages was placed at \$10,000,000; and as Mr. Edison's name was invariably mentioned as the principal, if not the sole defendant by inference, the yarns were evidently framed up to frighten the dealers and jobbers handling the line of the National Phonograph Co. As a general proposition, no one can say what will be the outcome of any kind of litigation, but the foregoing statement reflects the consensus of trade opinion, as expressed privately and at meetings in which the matter was specifically discussed. The legal aspects of the case are laid down on opposing lines, of course, by the attorneys on both sides, and of which the court is the sole arbiter."

It is evident, however, that the final stages of this celebrated suit, now before the trade for years, was entered upon on June 21 in the Supreme Court of Westchester County, at New Rochelle, N. Y., before Justice Keogh. A case each of a New York City jobber and a dealer was selected by the defense for a test on the questions at issue. Preliminary to argument the complainants wanted the court to grant defaults in all the other cases filed and injunctions issued, but the request was peremptorily refused. Counselor Heymann contended that the New York Phonograph Co. held a right in perpetuity to patented as well as to unpatented inventions of the National Phonograph Co. It was pointed out, in reply, that Judge Hazel decided they were not entitled to the Edison patents in perpetuity, but a right only to those acquired by the old North American Co.

The National Phonograph Co., Judge Hatch making the principal argument, attacked the motion for injunction and an accounting on the ground that the pleadings were insufficient to warrant the extraordinary relief asked for. They also contended it was a patent case, and therefore the State courts had no jurisdiction. Decision was reserved.

A great mass of affidavits was filed by the defense, covering all phases of the case, submitted by Charles H. Buckingham, Frank Dyer, William Pelzer, attorneys; Thomas A. Edison; W. E. Gilmore, president National Phonograph Co., and a number of others in various positions and departments of the company. The volume containing the affidavits and descriptions and illustrations of the exhibits is four inches thick. The

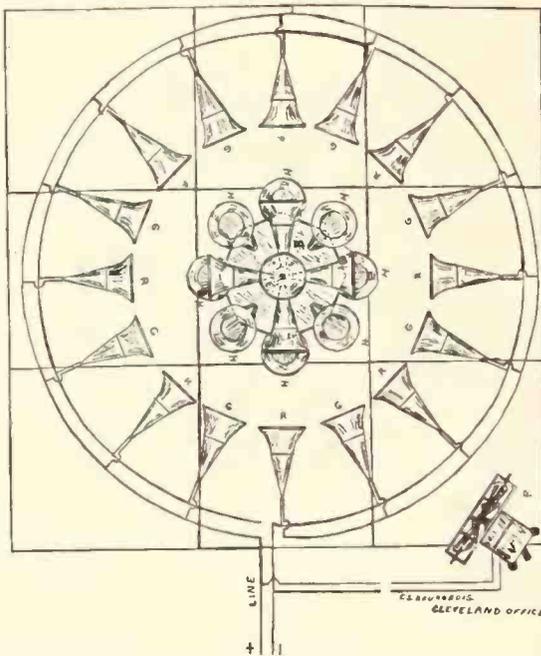
complainants were granted until June 26 to reply to these affidavits.

Samuel F. Heymann and another appeared for the New York Phonograph Co.; Judge E. W. Hatch, formerly of the New York Supreme Court, and of Parker, Hatch & Sheehan; Chas. L. Buckingham and Chas. M. Hough, recently appointed the new judge of the United States District Court, Southern District of New York, by President Roosevelt, for the National Phonograph Co., et al.

## CLEVER WINDOW DISPLAY

Of the Cleveland Branch of the Columbia Phonograph Co.

Clever window displays of talking machines and accessories are quite the thing nowadays and the various branch store managers of the



Columbia Phonograph Co. are vying with each other to produce effects that demand attention.

We illustrate herewith the plan of a horn display recently carried out at the Cleveland store of the company under the direction of Manager Probeck.

The central figure is a series of horns upon a revolving base, the motive power of which is an electric fan placed in a corner of the window. An octagonal base is best suited to the display of the horns. Surrounding this movable portion is a circle of stationary horns. Those marked "R" have red lights and those marked "G" have green lights. All horns used must be of aluminum, as brass casts a yellow reflection and detracts from the beauty of the lights.

## NORCROSS TO MANUFACTURE

A Coin-Operated Machine Which Is Very Unique.

T. W. Norcross, recently associated with Peter Bacigalupi, San Francisco, before the "quake," in his slot machine department, has now located in New York. He is the inventor of a coin-operated device whereby the record is illustrated as well as heard, and arrangements are now being made for manufacturing it on a large scale. Mr. Norcross is also the patentee of a new horn crane, which is described as one of the neatest, most compact and reliable articles on the market.

L. Kaiser, of S. B. Davega's talking machine department, has its exclusive selling agency East. For twenty years Mr. Norcross was in the theatrical business, being stage manager at the New York Casino during the Aronson regime, and is a man of diversified talents and a history.

## A NEW LINE OF HORNS.

The new line of art or dull finish horns—in various colors, solid, flower, etc.—just put on the market by the Standard Metal Manufacturing Co., 10 Warren street, New York, are the finest and best finished goods this enterprising concern has produced. Their shape, large size and gradual taper, is conducive to give better tone results, while the handsome decorative effects are not excelled. The company's new catalogue furnishes the particulars of the Standard horns, of which they aim to manufacture the largest variety and highest grade. Several interesting interior views of their factory in Newark, N. J., are shown in the catalogue, a creditable contribution to trade literature, though the first issued.

## OUR CYLINDER RECORD CABINET NO. 30



Is one of the handsomest Cabinets on the market, being well proportioned, has French Legs, Five Drawers, holds 150 Records. Golden or Weathered Oak or Mahogany Finish.

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

FEIGE DESK CO.,

2073 Genesee Ave., Saginaw, Mich., U. S. A.



## The House of York

Is not only noted for the manufacture of

The Best Band Instruments

on earth, but for the publication of some of the

Best Band and Orchestra Music

in the market. The pieces named below are published for both Band and Orchestra; we shall be pleased to send you our complete catalogue, price-list and sample parts on request.

Remembrance March, Walter Lewis; Mazie Waltzes, Ellis Brooks; The Morton March, Ellis Brooks; The Minstrel King March, Jos. Norton; Little Nugget Overture, Geo. D. Barnard; The Emblem, Solo for Trombone, Baritone or Cornet, Ellis Brooks; Golden Leaf, Solo for Trombone, Baritone or Cornet, Geo. D. Barnard. And many others besides. Remember the address,

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

## STEWART

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



THE BAUER CO., 1410 North Sixth Street, Philadelphia, Pa.

## "Phonographische Industrie"

GERMAN TALKING MACHINE MONTHLY

Ask for a free sample copy

Charles Robinson  
Editor and Prop.

Berlin = = = Germany  
Breite Strass 5

## The Imperial Record

which, as everybody knows, is the best made,

is now retailed at

**Sixty Cents**

## TRADE NOTES FROM WHEELING.

Conditions Satisfactory—Bard Bros. in New Quarters—W. H. Hug Visits the City—Some Notes of Interest from West Virginia.

(Special to The Talking Machine World.)

Wheeling, W. Va., July 6, 1906.

Conditions in this city are very satisfactory considering the season of the year. While the volume of sales are small in proportion to those of last summer the quality of business is extremely gratifying. The best people of the city are buying high grade outfits for their summer homes and it would seem as though the fall and winter business will be a winner. During June, Bard Bros., the exclusive talking machine concern, purchased the small goods and sheet music stock of the Hoehl & Gieseler Piano Co. Through this deal they secured immediate possession of the entire building located at 1045 Main street. This building will be remodeled and fitted up as an exclusive talking machine store. In connection with this they will continue the sheet music department, taking advantage of their immense record trade, which will no doubt have its effect upon popularizing many of the new songs. The Market street store will be continued the same as before.

Mr. Phillips, the manager of the C. A. House talking machine department, reports very good business, and says that when he comes back from his vacation he expects to make things hum in his department.

The F. W. Baumer Co. are enjoying prosperity for this season of the year in their talking machine department. One of the recent trade visitors was W. H. Hug, representative of the National Phonograph Co. This was Mr. Hug's first visit to the trade as representative of the Edison product. He made a most pleasing impression upon the dealers of this city, and there is no doubt but this genial gentleman will inspire the Edison dealers of this section to put forth greater efforts than ever.

Mrs. Nelson, formerly at the head of the talking machine department of the Hoehl & Gieseler Piano Co., has left for a vacation of several months to be spent at her home in Maine. After recuperating in the State of forests and lakes she will return to this city, having accepted a responsible position with Bard Bros.

## INITIAL LETTER POST CARDS.

The initial letter post cards which are being put out by the Rotograph Co., 684 Broadway, New York, are proving big sellers. The talking machine men are handling these specialties as well as other stores throughout the country, with great success. The cards consist of one large letter, outlined distinctly in a black border, inside of which are real photographs of famous stage beauties.

All the women dear to the heart of the public find a place in this gallery of initial letters. From Anna Held, Lillian Russell and Edna May to Maxine Elliott, Viola Allen and Mary Manning, the variety is certainly one to satisfy any and every kind of taste. Some very clever young women have discovered in these post cards a novel value. Indeed, one little lady in a Connecticut town has been able to get ideas upon a very effective manner of dressing her hair from the pictures of the various actresses shown on these cards.

Besides the real photographs on the initial letter post card there are artistic designs of fruit and flowers which decorate the frame of the letter. Letter I is decorated with iris, N with narcissus, Q with quinces, E with edelweiss, G. with geraniums, B with blackberries, V with violets, L with lilies, M with marguerites, etc. These designs are daintily unconventional and attractive.

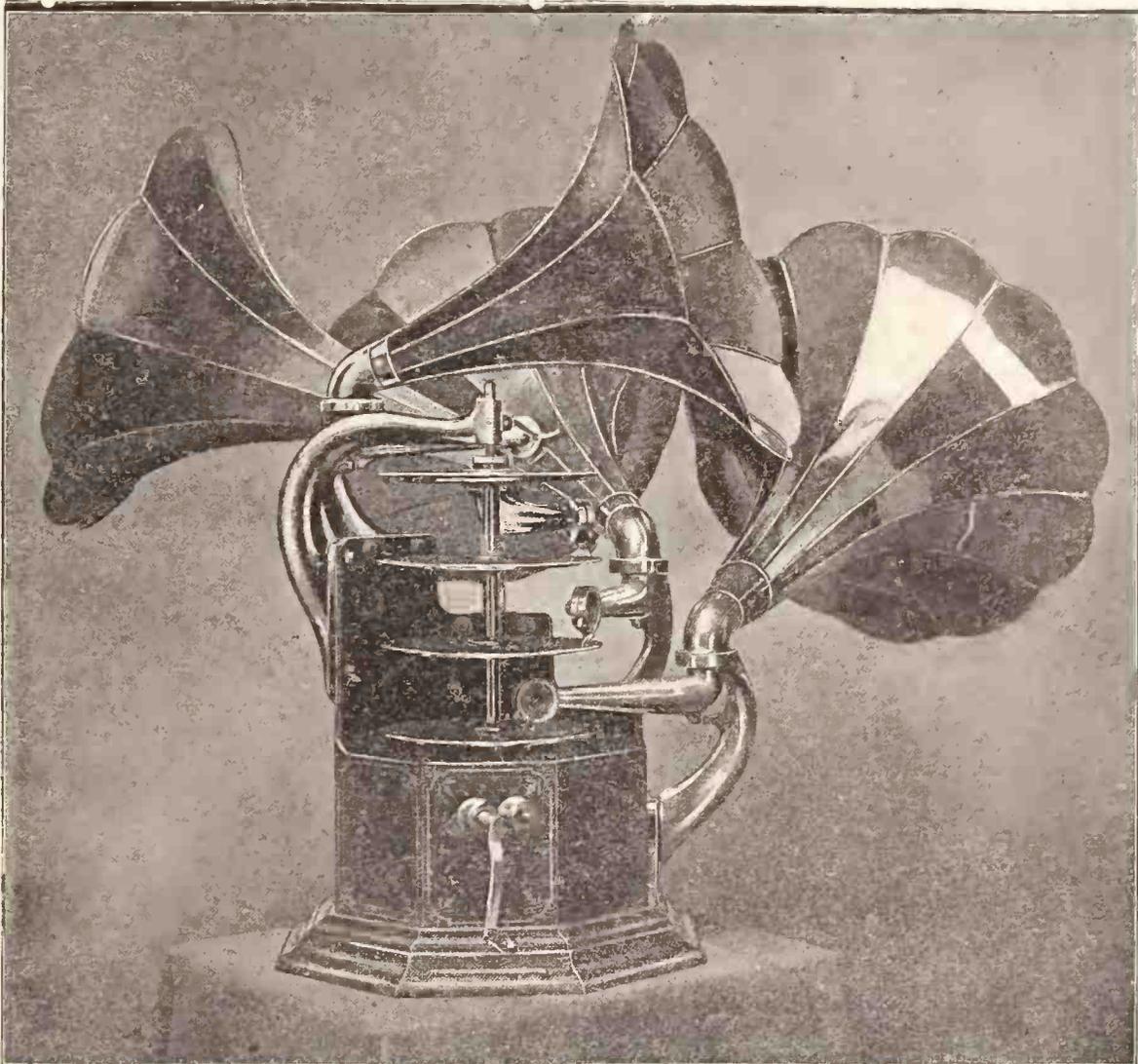
One way in which these cards are adapted to the needs of novelty-loving Young America is this: A card is sent to a friend every day until the initial letters spell a word. Sometimes a message of more than one word is sent in which case a day must elapse, as space between two words.

## GRAPHOPHONE FOR MILAN.

Remarkable Instrument Completed by Columbia Graphophone Co. for Great Exposition at Milan, Italy to Celebrate Opening of Simplon Tunnel.

The Columbia Phonograph Co. have just completed a special graphophone made for display at the great exhibition to be held in Milan, Italy,

apt to characterize Italy as the land of song and story, ignoring the fact that the industrial development within the past ten years has been simply marvelous. In the silk and cotton industries Italy has won great fame, as well as in such newer industries as electric chemistry and electrometallurgy. This new graphophone made by the Columbia Co. is something entirely unique, and is destined to win no inconsiderable share of attention from the visitors to this great exposi-



REMARKABLE GRAPHOPHONE MADE FOR EXPOSITION AT ITALY.

to celebrate the opening of the Simplon Tunnel, and which promises to be as great a revelation to America as the World's Fair at Chicago and the Louisiana Purchase Exposition at St. Louis were to Europeans. The underlying purpose of the exposition at Milan is to reveal Italy's industrial expansion in the last decade. Too many are

tion, which marks the union, so to speak, of that thriving little republic, Switzerland, and historic Italy.

The Carlisle Commercial College of Carlisle, Pa., is among the latest institutions to add the commercial graphophone to its equipment.

## When Aladdin Rubbed His Lamp

it did wonders. To-day anyone can do wonders with any talking machine by simply rubbing a little "3-in-One" on the metal surfaces—by lubricating the action points, polishing the wood case and cleaning the disc and cylinder records with this wonderful oil.

"3-in-One" is best to use, easiest to sell—most satisfactory to the buyer, most profitable to the dealer. Why aren't you selling it? Just use "3-in-One" once, to satisfy yourself. You'll sell it ever after to satisfy your trade. And, incidentally, you will make good money—50 and 100 per cent.

Suppose you sit down right now and write us for a FREE sample bottle and the "3-in-One" Book. Better still, order a trial supply of "3-in-One" from your jobber. It will be gone before you know it—so will your customers' talking machine troubles.



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

Broadway and Liberty Streets,

New York City.

## ELECTRIC MUSIC GENERATING SYSTEM.

The First Station at Broadway and 39th Street, New York, Now Being Installed With an Equipment for Producing Music That Is Purely Electrical—Will be Distributed Like the Telephone to Residences, Hotels, Public Halls, Parks, Piers, in Fact, Wherever Bands or Orchestras Are Now Employed—Dr. Cahill's Labor of Years at Last Approaching Fruition.

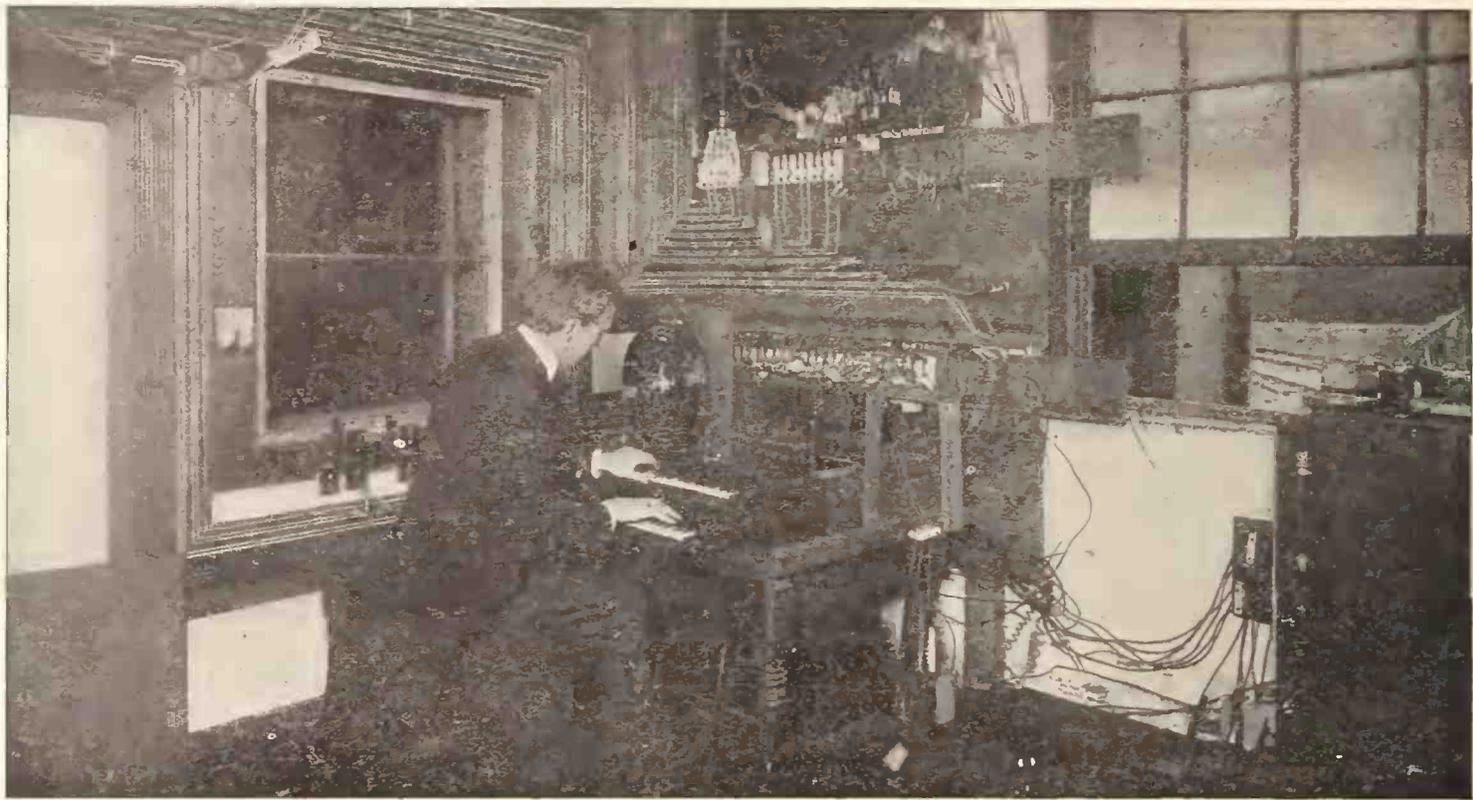
There is now being installed in the Audubon Building, Broadway and 39th street, New York the first large station for the practical demonstration of the Telharmonic system controlled by the Cahill Telharmonic Co., of Washington,

system that supplies music of all kinds at any hour after 9 a. m."

As previously stated in The World, in connection with a descriptive article, the Telharmonic was invented by Thaddeus Cahill about

these dynamos. They sit at an ordinary keyboard and run their fingers over the keys just as if they were playing an organ, only there are no strings, no pipes, no stops, or any of the ordinary apparatus, but only wires which are attached to the keys and connect them with the dynamos.

The business will be managed on a system similar to that of a telephone company. Patrons will be asked to enter into contracts for a year or a part of a year. Hotels, restaurants, theaters and other public places will be first supplied. The terms have not yet been fixed, but there will



ELECTRICAL MUSIC TRANSMITTER IN OPERATION.

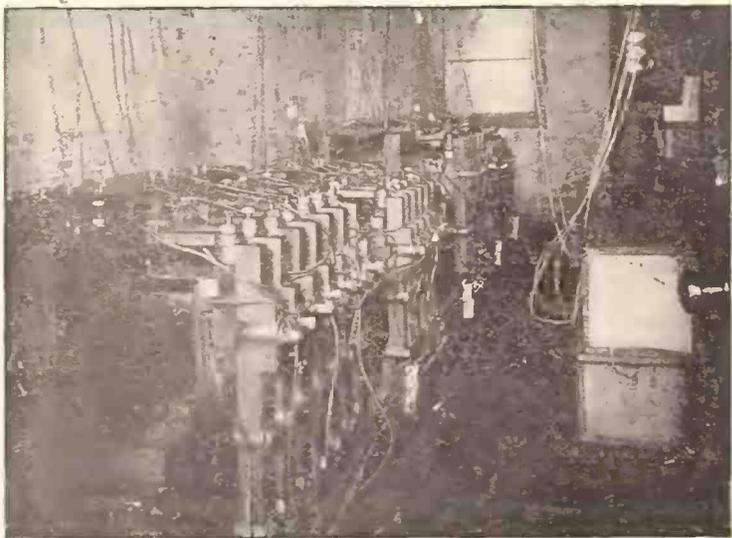
D. C., with a plant at Holyoke, Mass. In a talk with The World a member of the company said: "The Telharmonic with the opening of the New York station early this month, will enter the commercial field as a proven proposition, and the size of the station illustrates our faith in the success of the venture. The machine now being installed weighs 200 tons, and makes use of 150

ten years ago in Washington. He took the model to Oscar F. Crosby, of Washington, who, with F. C. Todd, of Baltimore, furnished him the means to perfect it. They organized a company and built a factory at Holyoke, Mass., where the first great instrument, now being installed here in New York, was made.

It is not a musical instrument or anything like what we understand by that term. There is a keyboard, at which the performer sits, with keys like those of a piano, but it is not a piano or an organ or an orchestra or a brass band, but a clever combination of 150 dynamos controlled through a switchboard in such a way that they will produce vibrations, and, when thrown upon a telephonic surface, these vibrations will produce sounds loud enough to fill the Waldorf Astoria Hotel. The switchboard is on the same principle as that in a telephone exchange, but instead of removing or inserting a plug to make the connection the operator touches a key similar to the key of a piano.

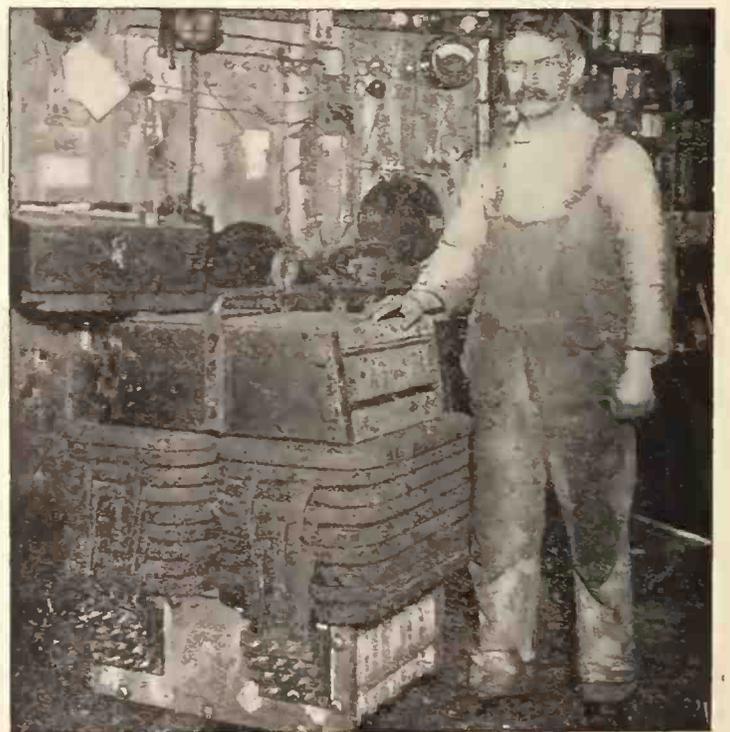
It is the business of the performer to throw the currents of electricity off and on the wire just as a telegraph operator does when he is sending a message; only he has 150 keys, while a telegraph operator has but one, and he touches two or three or six of them at the same time in order to produce harmony. Each of the 150 dynamos is "tuned," as you may say, to a certain tone—that is, it produces a certain vibration, and that vibration represents a certain tone in the musical scale. When several of the dynamos are in operation at the same time they produce a combination of vibrations and consequently a combination of tones like striking a chord upon a piano. Three or four professional pianists have been practicing for several months to operate

be a monthly rate just like that charged for a telephone or an electric light. When a patron signs a contract and pays his rate the wires will be run into his house just like telephone wires. The company is just beginning to string the wires in the subways and on the poles of the Bell Telephone Co., with which it has a working arrangement. The Telharmonic Co. is not controlled by the Bell Co., however. The apparatus is similar to that of the old-fashioned telephone—a box about three feet by ten inches in size. The company will put in one, or several, as a patron may desire. New York offers the most



GROUP OF INDUCTOR ALTERNATORS, THE SOURCE OF POWER.

separate dynamos. Some idea of its size may be gained from a statement of the dimensions, which are: Length, 70 feet; width, 10 feet, and height, 5 feet. A turn of a switch, similar to one used in electric lighting, and you have band music in your home or in a hall, the volume of which can be regulated for a small room or an audience of several thousand. It can be made to afford entertainment for theaters, hotels, saloons, hospitals, barber shops, schools, offices of professional men, department stores and residences. In New York alone there are 125 theaters, over 500 hotels and 625,000 residences that may be supplied from the station in the Audubon. We intend eventually to adopt the system for use in the open air, and then secure contracts for furnishing music in the parks and on the piers. When we are in working order New Yorkers will be quick to realize the value of a



STONE-MIXING TRANSFORMER.

promising field for the first station, as its people are the most music loving in the country, spending over \$37,000,000 for music yearly. Many of the larger hotels spend from \$25,000 to \$50,000 on music alone.

The primary idea of conveying music by means of wires is very old, it being successfully accomplished as far back as 1877 between Philadelphia

and Washington, when a series of six numbers were played in the former city and heard distinctly in the latter. One Elisha Gray was credited with that invention, but its development was not pushed to any extent. Professor Cahill's invention, however, is on an entirely new principle. On rural telephone lines managers have frequently employed musical talent to entertain their subscribers during dull seasons.

Through the courtesy of the Electrical World and Engineer we are enabled to reproduce several views of the Telharmonic system.

### GRAPHOPHONE IN VERSE.

Owner of One of These Machines Grows Eloquent Over the Possibilities.

E. D. Marsden, Mill Ash, Derby, Eng., writes interestingly of his recent effort to arrange a program for a small concert. He says: "In addition to the ordinary songs, etc., a selection of pieces was played on a sound-magnifying Columbia graphophone. The machine started its performance with a record which I had made for the occasion, supposed to be the graphophone's description of itself. This I had written in the form of a piece of poetry, and recited into my machine with all the eloquence I could muster. I do not profess to be a poet, but I managed to compose the following lines, which served my purpose in spite of their shortcomings:

"In me a wondrous instrument behold,  
For though I only do what I am told,  
All music I can play! And such my skill  
That I can talk, or sing, or what you will.  
The different languages—I speak them all  
With joyous laughter or in solemn drawl.  
My voice is ever changeable—loud and strong—  
One moment ringing out in glorious song:  
And then you hear a tender, soft refrain  
That leaves you sad. But now I change again:  
With lovers' vows all passionate I cry,  
Or I can sing with dreamy lullaby.  
I'll sing you anything! Would you be gay?  
The merry music of the dance I'll play.  
No instrument's too difficult for me;  
In bands I play them all in harmony.  
Yes! Every sound I can command, and so  
I'm welcomed and beloved where'er I go.  
As king of entertainers I am known—  
The new Sound-Magnifying Graphophone.

"This left room on the record for a short speech, somewhat as follows: 'Ladies and gentlemen, it gives me much pleasure to be here in to-night in order to contribute to your amusement. I shall do my best to entertain you.' The record was not very loud, but on the 'Magnophone' it was heard distinctly in every part of the room, a large one. For anyone who wishes to make use of the idea, I might say that any local references and jokes are particularly appreciated. It was amusing to watch the puzzled expression on the faces of some of the audience who did not understand how it was done. It is surprising how many people there are who have never realized that the talking machine can be made to say anything by having the record prepared beforehand."

### COIN-SLOT PHONOGRAPHS.

A new catalogue of Edison Coin Slot Phonographs has just been mailed to jobbers, and copies will be mailed to dealers on request. It has not been mailed to the trade for the reason that no discounts are allowed on the three electric current types and dealers have no interest in their sale. The electric current types are the Windsor (battery current), Eclipse (direct current) and Acme (alternating current). The latter is an entirely new machine, and is the first alternating phonograph put out by this company. The Eclipse supersedes the Majestic, which has been discontinued. All of these types are sold singly at \$65 each net and at \$60 each net in lots of ten or more machines.

The Columbia Phonograph Co.'s branch store at 704 Walnut street, Des Moines, Iowa, under the capable management of Charles Moon, has developed until it is one of the leading exclusive talking machine stores in the State.

### NEW USE FOR PHONOGRAPH

Used by Professor for Hearing and Criticising Sermons Delivered by Students.

The Vienna correspondent of the Pall Mall Gazette records a new use for the phonograph by Professor Swoboda, of the Theological Faculty of the University. As head of the homiletical department, much of the professor's work consists in hearing and criticizing sermons delivered by students. In the course of his work the Professor found that certain faults and mistakes were constantly repeated, and all his efforts failed to eradicate them. It occurred to him that the phonograph might be of some assistance, and so he procured one. The students deliver their sermons into this machine, which repeats them with all their failings and errors. These are thus clearly demonstrated. Introduced at the beginning of the present half-year, the phonograph has more than answered the Professor's expectations. After a sermon has been taken in and repeated, the cylinders are "shaved" off for use again, and the students are thereby also assured that nobody will be able in later years to laugh over their maiden efforts.

### SMITH & NIXON BOOMING THINGS.

(Special to The Talking Machine World.)

Cincinnati, O., July 9, 1906.

Smith & Nixon made a big hit, with their advertisement in the Sunday papers of a Victor talking machine, to be had without putting down any money. There was a rush to get the machines and business has been booming ever since. The new talking machine department is located on the third floor, where people are thronging to buy, although the records are not yet all unpacked. The Edison phonograph will also be handled by this firm. H. Clemmer Smith has charge of the Smith & Nixon talking machine department.

### AUGUSTIN OPENS IN FOND-DU-LAC.

W. J. Augustin, formerly manager of the McGreal Bros. talking machine store in Fond-du-Lac, Wis., has purchased the stock and good will of that concern in that city, and will in the future conduct the business under the title of W. J. Augustin & Co. Mr. Augustin is thoroughly experienced in the talking machine business, having been connected with a Milwaukee house for a long time.

### ENTERPRISE NOTED IN NEW YORK.

It is not every talking machine dealer in the smaller town who has his progressiveness noted in the great metropolitan dailies, and we therefore reproduce the following from the New York Evening Telegram of recent date:

"GREAT STUNT OF SUTTON'S.

"For originality R. W. Sutton, of Addison, N. Y., is certainly the real thing. Saturday the people on the street were surprised to hear the sound of a full brass band. The 'band,' however, came from the horn of a phonograph in Sutton's store. The horn was placed up at the top of the door, and was connected to the machine with a long hose."

### A GREETING FROM LONDON.

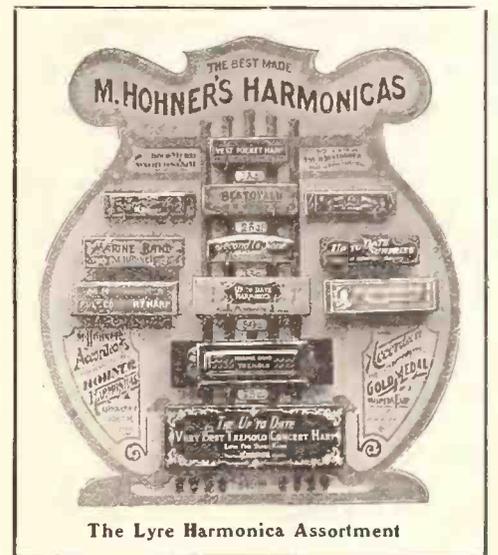
We are in receipt of a very attractive postal from J. Walters, 103 Acacia road, Wood Green, London, W., England, a subscriber to The Talking Machine World, bearing upon its face a counterfeit of the sender sitting in a leafy bower with a handsome Edison machine as a companion. From his pleased and happy expression, it seems the company is most satisfying.

### SOCIALISTS PUBLICITY SCHEME.

The Socialists of Toledo, O., have a new scheme to make themselves heard. Recently at the postoffice in that city they had a graphophone powerful enough to be heard for six blocks. It rendered Socialist songs and speeches.

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

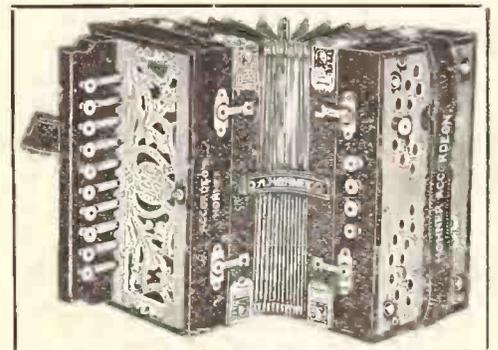
# Hohner Harmonicas and Accordeons



The Lyre Harmonica Assortment

A Good Side-Line for Talking Machine Dealers

Small Stock  
Little Capital Required  
Big Demand  
Big Profits



Mr. Talking Machine Dealer:

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

ANY JOBBER CAN SUPPLY YOU

A Postal Will Bring You  
the Latest Catalogue

**M. HOHNER**  
475 Broadway, New York

### THE AUXETOPHONE EXHIBITED.

A Remarkable Creation Which Is Destined to Play an Important Part in the Talking Machine Trade—Interesting Description of The Instrument—Costs \$500.

(Special to The Talking Machine World.)

World Office, 195 Wabash avenue,  
Chicago, Ill., July 7, 1906.

W. N. Dennison, mechanical engineer in charge of the experimental department of the Victor Co., was here the latter part of this month, exhibiting the Auxetophone, the Victor Co.'s latest and most wonderful invention. In appearance the Auxetophone is similar to an ordinary Victor machine, set in a handsome cabinet, 28 inches wide, 36 inches high and 15 inches deep.

In the cabinet is a one-sixth horse-power motor, operating a rotary pressure blower, which generates a column of air which passes through a pipe into a tank which equalizes the pressure and from thence the air is fed into a filter, where the dirt and oil in the air is eliminated; the air then passes through a pipe into the double sound box, where instead of a diaphragm is a nicely balanced valve, the air passing through this valve and set in motion by the valve operated from the sound waves from the record. There is thus no direct contact with the reproducing parts—the contact is through the column of air. The scratching is thus reduced wonderfully—there is practically none. The scratch caused from roughness of groove or worn records is not reproduced to the extent of the ordinary machine, and besides this the Victor Co. the past year have been able to overcome the scratching caused by defective recording in earlier experiences. It is estimated that while the ordinary machine reproduces 40 per cent. of efficiency of the original voice or instrument, the Auxetophone reproduces 80 per cent. efficiency, meaning, of course, both volume and quality. Notwithstanding the greater volume of sound as compared with the ordinary machine, it is claimed that the Auxetophone can be used in small apartments and residences to even greater advantage than the ordinary machine because of the purity of the quality and the absence of scratching, it being decidedly pleasant, all harshness being eliminated. For large halls the effectiveness is remarkable. The Auxetophone can be connected with an ordinary electric light plug, and can be operated on any style direct current and almost any style alternating current. The price of the Auxetophone is \$500. It has progressed to a point where the Victor Co. consider it ready for the market, although they do not pretend to say that it has reached its ultimate development. Two hundred machines are now coming through the factory.

Considerable work was done on the Auxetophone by Professor Parsons, the inventor of the steam turbine engine, but the Victor Co. acquired all the Parsons patents and have done the final work of developing it into a wonderful commercial machine.

### INVENTED FAMOUS VICTOR DOG.

W. Barry Owen, one time general manager of the Gramophone & Typewriters, Ltd., London, Eng., and now a retired plutocrat on his estate at Martha's Vineyard Island, off the Massachusetts coast, was the originator of the world-famous Victor dog. He picked up the painting in London, and the original now graces President Johnson's private office at the Victor plant in Camden, N. J.

### LARSON & WAGNER DISSOLVE.

The firm of Larson & Wagner, Greenfield, Ia., established several months ago for the purpose of dealing in phonographs, was dissolved by mutual consent Monday, the partners dividing the stock. Both members of the firm will continue in the phonograph business, but Mr. Wagner will devote the greater part of his time to the towns west of Greenfield.

### AN ENTERPRISING CONCERN

Is the Tea Tray Co., of Newark, N. J.—Have Built Up a Great Business in Talking Machine Supplies—An Interesting Chat as to Their Varied Achievements.

The Tea Tray Co., of Newark, N. J., are generally credited with being the pioneer manufacturers of horns, horn cranes, etc., used in connection with talking machines, having been established about forty years. In a chat with a member of the firm recently, he set forth the following reasons why they have achieved success in this industry:

"It has always been the policy of this company to make only the best quality material, and this is the keynote of their success in the talking machine world. The word 'Pioneer' is used because of the fact that this company is acknowledged to be the originators of the accepted standard black and gold horns which are finished with their famous enamel, which enabled them to secure the gold medal at the Centennial Exposition in 1876, over all domestic as well as foreign competitors. They have held their place at the head of the line, and important improvements have been made, and are now being added. They also originated horns with 'reamed-on bells,' which is a great improvement over the old method of soldering bells onto stems. They were the first to make horns with swaged integral ferrules, which again did away with the possibility of ferrules becoming detached from the stems. When flower horns came to the front, this company again showed their originality by making horns with concave petals, upon which they received patents. These horns are by far the strongest and most attractive flower horns made to-day. They are finished with oil colors baked on in their extensive kilns; rather more costly to make, but this method upholds the reputation of this company for high-grade goods.

"Horn cranes and horn stands have also been an important feature with this company. As far back as April, 1903, when cranes came into demand, a patent was issued, which embodies the essential features of the cranes to-day. Since this time, numerous patents have been issued to this company, and their position regarding horn cranes to-day is extremely strong. Other manufacturers have attempted to imitate and to take advantage of these original ideas, and the Tea Tray Co. have found it necessary, and will continue, to maintain their rights by legal processes."

The Tea Tray Co. announce that two new models of clamp horn cranes for the coming sea-

son are now ready. These models show marked improvement over the well-known No. 20 Crane, which has been so popular. Orders are being placed in very large volume for both horns and cranes covering the whole of the next season's requirements. Clement Beecroft, manager of sales of the Tea Tray Co., has just returned from a Western trip and reports business of immense volume, larger than ever before.

During the week of July 16 and the week following, the visiting jobbers will be cordially received by the Tea Tray Co., either at the Hotel Imperial, 32d and Broadway, or at the factory at Newark, N. J., where it will be demonstrated how well prepared they are to care for the trade bestowed by their patrons. A large variety of goods are now on exhibition, which show a decided advance in quality and originality. The Tea Tray Co. have again largely increased their manufacturing facilities, which is a proof of the growing appreciation of their goods by the trade.

### APPROPRIATING "WORLD" ARTICLES.

Some of Our London Contemporaries Use the Talking Machine World as a Source of Information, But Fail to Give Credit.

The July issue of the Edison Phonograph Monthly, of London, England (not Orange, N. J.), which has just come to hand, is a number of more than ordinary interest, because, perhaps, it contains so many articles taken from recent issues of The Talking Machine World, for which, by the way, in no instance, does credit appear. For the benefit of the editor of this publication, we quote the captions of a few of the many items appropriated from The World, namely: "Courtesy," "New Use for the Phonograph," "Sell the Best," "Writes Phonographically," "The Phono in Pawn," "A Missouri Breeze," "Domestic Amenities," "Pointers on Trade Building," "Phonographic Tuning Forks," "Mrs. Edison's Gift," "Talkers for Summer Outfits," etc. The matter referred to covers a number of pages, and was specially written and paid for by The World. This wholesale appropriation, without credit, is a gross breach of journalistic courtesy, and we must appeal to our friends "across the big pond" to be fair.

Another of our London exchanges in its latest issue has a "New York letter" made up entirely of items from our last issue, while spread throughout the pages are several other items, for which we fail to find credit given The Talking Machine World. The reproduction of these items may be a very sincere form of flattery, but we would prefer credit.

## The Russell Hunting Record Co., Limited

### MANUFACTURERS OF THE "STERLING" RECORD

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

Every Sterling Master is Recorded by RUSSELL HUNTING The Originator of the "Michael Casey" Series.  
WE GUARANTEE EVERY RECORD TO BE PERFECT.

### "STERLING"

GOLD MOULDED RECORDS 25 CENTS EACH.

LIBERAL DISCOUNT FOR EXPORT.

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

THE RUSSELL HUNTING RECORD CO., Limited

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

RECORD BULLETINS FOR AUGUST, 1906.

NEW EDISON GOLD MOULDED RECORDS.

- 9314 Polonaise Militaire (Chopin). Edison Concert Band
- 9315 Waiting at the Church (Pether). Ada Jones
- 9316 Afloat on a Five-Dollar Note (Helf). Collins and Harlan
- 9317 St. Louis Tickle (Barney & Seymour). V. L. Ossman
- 9318 After They Gather the Hay (Henry). Harry MacDonough
- 9319 Heaven is My Home (Sir Arthur Sullivan). Anthony and Harrison
- 9320 Bill Simmons (Spiuk). Arthur Collins
- 9321 Gen. Mixup, U.S.A. (Allee). Edison Military Band
- 9322 Smile on Me (Sutton). Irving Gillette
- 9323 Daughter of Vanity Fair (Rogers). Harlan and Stanley
- 9324 Bell solo from "The Magic Flute" (Mozart). Albert Benzler
- 9325 Bonnie Banks O' Loch Lomond (Traditional). Marie Narelle
- 9326 The Morning After (Original). Spencer and Porter
- 9327 Minerva (Hager). Edison Symphony Orchestra
- 9328 With the Robins I'll Return (Witt). B. G. Harlan
- 9329 I'm Up in the Air About Mary (Solman). Billy Murray
- 9330 Baby Parade (Pryor). Edison Concert Band
- 9331 Poor Old Man (Bryan). Bob Roberts
- 9332 While the Old Mill Wheel is Turning (Mills). Harry Anthony
- 9333 Clancy's Wooden Wedding (Simons). Edw. Meeker
- 9334 Fisher's Hornpipe Medley (Original). L. Moeslein
- 9335 Bashful Henry and His Lovin' Lucy (Original). Ada Jones and Len Spencer
- 9336 Teacher and the Tack. Edison Male Quartette
- 9337 Free Lance March (Sousa). Edison Military Band

NEW VICTOR RECORDS FOR AUGUST.

- 4743 Azaleas—Two-step Intermezzo. Hawthorne
- 4773 La Sorella March (La Matichiche). Gallini
- 4769 You're a Grand Old Flag. Coban
- 31539 "You're a Grand Old Flag." Medley. Coban
- 31540 La Feria—Suite Espagnole. Part III. "La Zarzuela." Lacombe
- 4744 La Sorella—March (La Matichiche). Gallini
- 306 Stars and Stripes Forever March. Sousa
- 4745 Smiling Sadie—March and Two-step. Scheu
- 4760 Little Nell—Song and Dance. Pryor
- 4753 The Swiss Boy—Tyrolean Air. Mandolin solo by Samuel Siegel
- 4754 An Autumn Evening—Serenade. Siegel
- 31542 Brindisi. Alard
- 4763 The Way of Peace. Bingham-Lloyd
- 4762 Little Girl You'll Do. Solman
- 4770 The Little Irish Girl. Lohr
- 4755 The Ninety and Nine. Sanky
- 4761 The Good Old U. S. A. Morse
- 31543 Gypsy Love Song—Fortune Teller. Herbert
- 31544 The Harbor of Home, Sweet Home. Solman
- 4741 The Little Chauffeur—From "The Vanderbilt Cup." Bowers
- 4742 College Life. Frantzen
- 4719 Cheyenne. William Van Alstyne
- 31541 Return O God of Hosts—Samson. Handel
- 4746 The Umpire is a Most Unhappy Man. Howard
- 4747 The Pood Old Man. Bryan
- 4740 By the Light of the Honeymoon. Caldwell
- 4764 We Parted as the Sun Went Down. Solman
- 4777 I Would Like to Marry You. Laska
- 4776 Cross Your Heart—From "The Umpire" Howard
- 4720 Peaches and Cream. Spencer, with orch.
- 4756 Flannigan's St. Patrick's Day. Spencer and Murray, with orch.
- 31545 The Jokesmiths. Recitation by Edgar L. Davenport
- 4752 In Bohemia. O'Reilly
- 4751 Songs My Mother used to Sing. Smith
- 4758 In Starlight. King
- 4757 My Lovin' Henry. Sherman
- 4725 It's Up to You to Move. Rogers
- 4765 I've Said My Last Farewell. Fischer
- 4738 Waltz Me Around Again, Willie. Cohn Shields
- 31546 What Would You Take for Me, Ma-ma. Morse
- 4750 Dixie Dear. Reimer
- 4748 Blessed Assurance. Crosby-Knapp
- 4749 Praise Ye the Father. Gounod
- 4759 Children's Series No. 1—Mother Goose Rhymes (with animal imitations)
- 4554 Children's Series No. 2—Punch and Judy (with imitations)
- 4642 Stille Nacht, Heilige Nacht. Gruber
- 4691 Der Tannerbaum. Zarnack
- 4600 Wenn die Schwalben Heimwartz Ziehn. Abt
- 4734 Wunsch. Witt
- 4771 Grusse an die Heimat. Kromer
- 4772 El mar Sin Playas. Barcarola Mexicana (Spanish). Sancedo
- 4774 Il Furioso (Italian). Donizetti
- 31520 A Granada. Cancion Espagnole (Spanish). Baritone solos in Spanish by Senor Francisco, with orch.
- 4767 El Capitan de Lancero. Sevillanas. Hernandez

- 4768 Himno Nacional Mexicano. (Mexican National Hymn). Nuno
- 4766 El Celoso. Alvarez

NEW RED SEAL RECORDS.

- 64046 Le Cygne. The Swan. Saint-Saens
- 64047 Soldiers' Chorus. Faust "Deponiam il brando" (In Italian). Gounod
- 64048 Opeuing Chorus—"Blossoms of Oranges" "Gli aranci olezzano" Cavalleria Rusticana (In Italian). Mascagni
- 74046 Toreador Song—Carmen (In French). Bizet
- 88035 Ave Maria—Otello (In Italian). Verdi
- 88036 Micaela's Air—Carmen "Je dis que rien ne m'epouvante." (In French). Bizet
- 88037 Santuzza's Aria. "Vol lo sapete" Cavalleria Rusticana. (In Italian). Mascagni

NEW COLUMBIA RECORDS.

- |                |  |                 |
|----------------|--|-----------------|
| XP. (Cyl.) No. | PRINCE'S MILITARY BAND.                          | 10-in. Disc No. |
| 32982          | "Dixie Queen" March                              | 3444            |
| 32974          | Gee! But this is a Lonesome Town                 | 3443            |
| 32975          | Twenty-three (That means Skidoo) (Coon song.)    | 3439            |
| 32976          | Down Beside the Meadow Brook (I'll Wait for You) | 3440            |
| 32977          | Pol de Iddley Ido                                | 3440            |
| 32978          | Is It Warm Enough for You? (Waltz song)          | 3430            |
| 32956          | The Tale of a Stroll                             | 3437            |
| 32973          | Cross Your Heart                                 | 3379            |
| 32981          | Coming Home from Coney Island                    | 3441            |
|                | Hans and Gretchen                                | 3442            |

NEW ZON-O-PHONE 10-INCH RECORDS.

- 501 Blue and the Gray—Patrol
- 502 Bon Voyage—March
- 503 Cheyenne—March and Two-step
- 504 My Little Sweetheart—Schottische
- 505 The Vanderbilt Cup—Selections
- 506 Belle of the Ball—Medley Waltz
- 507 Bill Simmons—Medley Two-step
- 508 Flower of Mexico—Intermezzo
- 509 Zon-o-phone Waltz
- 510 Trinity—Sacred Intermezzo
- 511 Cavalleria Rusticana
- 512 Alice, Where Art Thou Going?
- 513 Bashful Henry and His Lovin' Lucy
- 514 Dearie
- 515 Flanigan's Night Off
- 516 Fritz and Louisa
- 517 Little Lunch for Two

- 518 He Walked Right In, Turned Around and Walked Right Out Again. Bob Roberts
- 519 Moving Day. Bob Roberts
- 520 Nearer My God to Thee. Universal Male Quartette
- 521 Rosary. Universal Male Quartette
- 522 Sweet and Low. Universal Male Quartette
- 523 There's No One Like the Old Folks After All. Frank C. Stanley
- 524 When Love is Young. Billy Murray
- 525 Won't You Be My Girlie. Frank C. Stanley

INTERNATIONAL RECORD CO.'S LIST.

- 3110 Remembrance of Patherland—Potpourri German Folk Songs. Meyerbeer
- 3111 Packetang. Verdi
- 3112 Finale No. 2, and Grand March of opera "Aida". Verdi
- 3113 Royal Italian March. Gambetti
- 3114 Garibaldi March. Verdi
- 3115 We'll Raise the Roof, Tonight. Peluso's Orchestra
- 3116 The Earl and the Girl—Selection. Peluso's Orchestra
- 3117 Selections from Erminie. Peluso's Orchestra
- 3118 Medley Waltz, Dreaming, Love of You, introducing "The Belle of the Ball." Dan W. Quinn, with orch.
- 3119 Cross Your Heart. Dan W. Quinn, with orch.
- 3120 Alice, Where Art Thou Going? Dan W. Quinn, with orch.
- 3121 Waltz Me Around Again, Willie. Dan W. Quinn, with orch.
- 3122 One Called Mother, and the Other, Home, Sweet Home. Dan W. Quinn, with orch.
- 3123 With the Robins, I'll Return. Dan W. Quinn, with orch.
- 3124 The Good Old U. S. A. Dan W. Quinn, with orch.
- 3125 Waltz, Lucy, Liuda, Lady, introducing "My June Time Rose." Dan W. Quinn, with orch.
- 3126 Love's Old Sweet Song. Dan W. Quinn, with orch.
- 3127 Rocked in the Cradle of the Deep. Dan W. Quinn, with orch.
- 3128 The Village Blacksmith. Dan W. Quinn, with orch.
- 3129 St. Louis Rag. Dan W. Quinn, with orch.
- 3130 The Ghost of the Banjo Coon. Dan W. Quinn, with orch.
- 3131 The Birds and the Brook. Dan W. Quinn, with orch.
- 3132 Bird Voices. Dan W. Quinn, with orch.
- 3133 Waltz, Happy Birds. Dan W. Quinn, with orch.
- 3134 Ben Hur Chariot Race. Dan W. Quinn, with orch.

PROGRESSIVE TEXAS HOUSE.

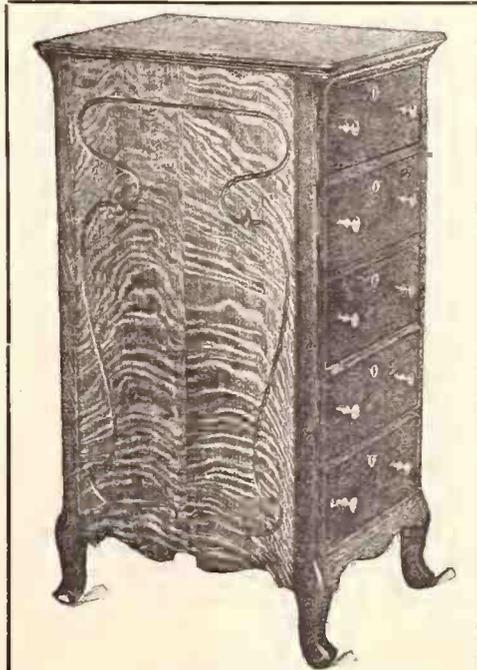
The Texas Phonograph Co. Lease Larger Quarters—Will Increase Capital Stock—Big Summer Trade, Particularly in Outfits, for Vacationists.

(Special to The Talking Machine World.)

Houston, Tex., July 6, 1906.

The Texas Phonograph Co., incorporated, prominent jobbers of the Edison phonograph and Zonophone talking machines, records and supplies, have shown such a material increase in volume of business during the past year that the board of directors, at a meeting, recently authorized the lease of the entire second floor of Mitchell building, located over stores 1017, 1019, 1021 Capitol avenue, and 616, 618 and 620 Fannin street, which, together with their ground floor retail department, will give this progressive concern the largest floor space of any exclusive talking machine house in the Southwest. Their business during the summer months has shown no decrease, which is evidenced by the fact that their

UDELL CABINETS



No. 519.

Holds 125 Cylinder Records. Quartered Oak. Golden, Fumed or Weathered Oak Finish.

FOR HOLDING

Disk and Cylinder Records

The kind that will make your customers stop and examine them. Just a little more care—in designing, in construction, in the selection of the woods—is what gives Udell Cabinets an individuality—all their own—not attained by other manufacturers.

Do You Want That Kind of Cabinets?

The kind that will sell without tedious salesmanship.

It's up to you, Mr. Dealer.

Write at once—to-day—for catalog

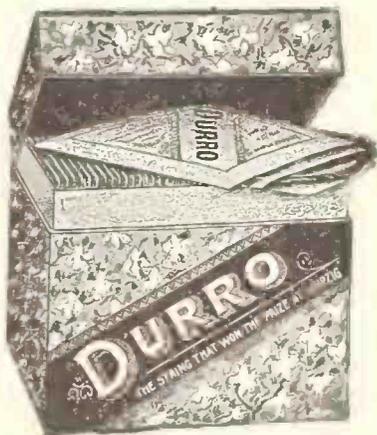
It's no trouble—just send us your address on a postal and we will be glad to send you our catalog.

THE UDELL WORKS  
1210 W. 28th Street, INDIANAPOLIS, U. S. A.

## Do You Want to Make Money, Mr. Talking Machine Dealer?

Good, big money. The men who sent in an order for a sample line of our instruments were delighted with the results.

They found our instruments blended perfectly with the talking machine line, besides helping to make the store attractive. If you want to help out in the profits during the holiday season you can't go at it in a better way than with our specialties; your musical friends will come to you when they learn that you have the Durro violins, bows, strings, etc. They have a high standing.



We are judges of the excellence of all kinds of small goods, such as Accordeons, Mandolins, Guitars and Harmonicas, and carry a large stock, of which we offer at lesser prices, but which are superior to any on the market at the same price.

It will pay you to order a sample line at once. You will then see how profitable it is to devote a portion of your store to the exhibition and sale of small goods. Write for catalogue.

Make good money for the new year. It is easy with our help. We can tell you how and go with the business tide when it serves.

# BUEGELEISEN & JACOBSON

113-115 University Place  
Corner 13th Street, NEW YORK

May orders for Edison records alone was over 23,000, and during the month of May distributed over 400 Edison machines in addition to a large quantity of Zonophones, which line they have but recently acquired. An increase in the capital stock of the corporation has been authorized, and the shares will be on sale during August.

The above concern has been very successful in selling outfits for summer homes, and ascribe their success to the active advertising campaign carried on in the local papers with the object of acquainting the public with this feature of their business. The response to the advertising keeps the store busy all summer, and the scheme is worth adopting by progressive dealers all over the country.

### TRADE NOTES FROM ST. LOUIS.

Trade Uneven—St. Louis Talking Machine Co. Complete Alterations—Columbia Co. News—T. P. Clancy at Edison Reunion—Now the Silverstone Talking Machine Co.

(Special to The Talking Machine World.)  
St. Louis, Mo., July 9, 1906.

The talking machine trade for the month of June has been generally quiet, though here and there a very favorable report is heard. The general feeling, however, is that it is as good as can be expected for this season of the year.

About all the dealers in Edison instruments in the city will attend the meeting of the Edison interests in New York, July 17 to 22.

The St. Louis Talking Machine Co. have completed their alterations at their store, and they are decidedly handsome and up to date. They have four private salesrooms handsomely equipped, including electric fans, etc. This concern reports their trade for June better than that of May. C. P. Ramsdell, of the stock department of this concern, accompanied by his wife, will leave shortly for a two weeks' visit at his old home in Maryland and other points.

W. C. Fuhri, general Western manager of the Columbia Phonograph Co., reports trade throughout his territory good, but local trade rather quiet. J. P. Kelly, formerly connected with the Omaha office of the Columbia Phonograph Co., has been made manager of the St. Louis office, and he is succeeded at the Omaha office by J. L. Burr, of the St. Louis office. Mr. Fuhri will leave about the middle of the month for Kansas City, St. Joseph and Deuver.

The Koerber-Brenner Music Co. report their wholesale talking machine trade very good.

The Val A. Reis Music Co. will make a feature of their talking machine department in their new store at 1005 Olive street.

T. P. Clancy, manager of the talking machine department of the Conroy Piano Co., reports trade only fair for the month of June. He will leave about the middle of this month, accompanied by his wife to attend the Edison agents' meeting in New York, and will visit other points.

E. B. Walthal, manager of the talking machine department of the O. K. Houck Piano Co., reports that their trade for the month of June

was remarkably good, and that it furnished him quite a surprise. He will attend the Edison agents' meeting in New York this month, being away about two weeks.

The Talking Machine Co., at 1010 Olive street, have changed their name to the Silverstone Talking Machine Co., of which Marks Silverstone is president. They are nicely located in their new quarters, and report trade to be fair. This concern is giving a fine concert one night each month, and they say that they are largely attended. The last one took place Friday night, June 29.

M. Neuman, of the Western Talking Machine Co., will leave July 15 for the meeting of the Edison agents in New York, and will be gone about one month, during which time he will visit the Eastern resorts. Miss W. Conway, of this concern, returned recently from a two weeks' vacation.

George Ornstein, traveling manager of the Victor Talking Machine Co., spent one day here during the month.

### COLLAPSIBLE TALKING MACHINE HORN.

Transportation of the talking machine from one point to another has been somewhat unhandy because of the uncompromising character of the horn. For the best results a large horn is necessary, but its shape and unyielding construction made it an awkward article to carry.

With a new horn, recently designed, this trouble will be avoided. This horn is collapsible. It is made of a number of small metal pieces which fit together in such a manner as to answer the purposes demanded of it, the pieces being held together by a leather lining. This permits of turning the horn inside out and rolling it up into a small package.

Another idea by which the same object is accomplished to a minor degree is by making the bell in two parts. When it is desired to dispose of it in as little space as possible, the two parts are collapsed, one within the other.



### Just What All Your Customers Are Looking For!

Sells at once on being heard, with BIG PROFIT TO YOU. Will help you sell more Disc Talking Machines and Records. It will revive the interest of thousands who have given up using them an account of the nuisance of changing the needle after each playing. Reduces the wear on the record and will play at least 500 times without changing.

Made in various tones, to suit all tastes: No. 1, Soft Tone; No. 2, Medium Tone; No. 3, Loud Tone. Any of these needles will fit any make of sound box. Retail Price, \$1 each. Net Price to Dealers, 50c. each.

No. 4, Concert Tone. This needle requires the sound box to be fitted to it. Retail Price, \$5.00; Net Price to the Dealer, \$2.50. Send us your sound box and we will do this free of charge.

Send us \$1.00 and we will mail you, postpaid, one sample each of Nos. 1, 2 and 3.

We furnish Artistic Signs and Literature to all Customers.

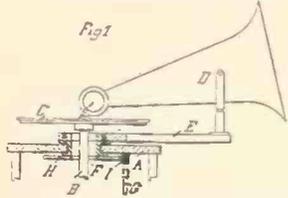
The Symphonic Phone-Needle Co., 1907 Park Avenue, NEW YORK CITY.

**LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS.**

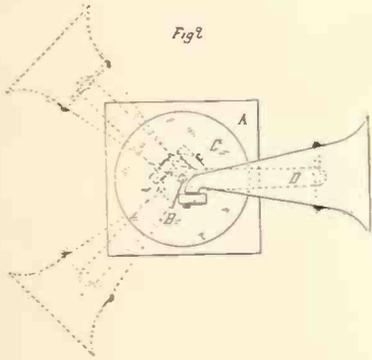
(Specially prepared for The Talking Machine World.)  
Washington, D. C., July 5, 1906.

**TALKING MACHINE WITH ROTATABLE HORN.** Fritz Lochmann and Wm. Lochmann, of Zeulenroda, Germany, assignors to original Musikwerke Paul Lochmann Gesellschaft mit Beschränkter Haftung, of Leipsic, Germany, a firm. Patent No. 824,368.

In talking machines or graphophones in use the horn or sound trumpet is permanently di-



rected to one side, and consequently the machine is generally best heard from this side. If, however, the entire box of the talking machine is mounted on a rotatable base, the winding mechanism partakes of the rotation and is located now at one side and then at another. These objections, according to this invention, are to be overcome by arranging the holder of the horn



rotatably about the center axis of the talking machine, so that by simply turning the holder or carrier the horn can be set to any direction, while the machine itself retains its position undisturbed.

This invention is illustrated in the annexed drawings, in which

Fig. 1 is a sectional view of a talking machine with rotatable or adjustable horn. Fig. 2 is a plan view of Fig. 1.

**RECORD ROLL FOR PHONOGRAPHS.** Cyrus C. Shigley, Grand Rapids, Mich. Patent No. 822,485.

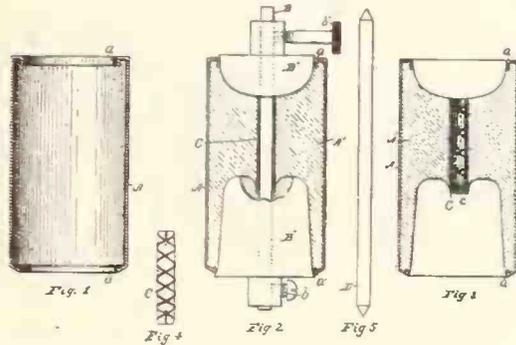
This invention relates to improvements in record rolls for phonographs.

The objects of this invention are, first, to provide an improved record roll for phonographs which will produce loud, distinct and full tones, which is simple in structure, economical to produce, and durable in use; second, to provide an improved record roll for phonographs adapted to be used upon a mandrel or shaft of even diameter from end to end.

We accomplish the objects of our invention by the devices and means described in the following specification.

A structure embodying the features of our invention is clearly illustrated in the accompanying drawings, forming a part of this specification, in which

Fig. 1 is a central longitudinal sectional view

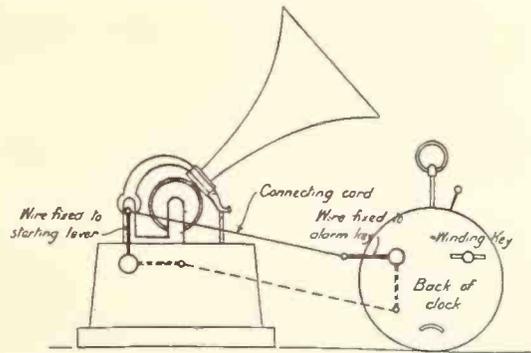


through our improved record roll for phonographs. Fig. 2 is a central longitudinal sectional view through one of our improved record rolls for phonographs in process of manufacture, a portion of the core B' being broken away to show its construction. Fig. 3 is a central longitudinal sectional view through one of the record shells A used in the manufacture of our improved record rolls. Fig. 4 is a side elevation view of the mandrel or shaft sleeve C. Fig. 5 is a side elevation view of a mandrel D, adapted to receive our improved record roll.

**A PHONOGRAPH ALARM CLOCK.**

How the Suburbanite May Utilize His Talking Machine and Alarm Clock to Get Him Out of Bed at Any Hour Desired.

Writing to The Talking Machine News of London, a correspondent says: "I happen to be one of those unfortunate persons who have to rise every morning early—at 5.15—and having got tired of hearing the bell of my alarm clock, I thought of an idea by which I could make use



of my phonograph, as a means of awakening me in the morning. I have connected the alarm winding key of the clock with the starting lever of the phonograph in such a manner that when the alarm is set going, it pulls over the starting lever of the phonograph, then the music starts, and I can assure you that listening to an over-

ture, or any other record, is far better than hearing a bell ringing. I also find it very effective as regards waking one up, as I hear it immediately, and the music seems to take away the tired feeling one has on awakening.

"My machine is a new pattern Gem, and I am enclosing a sketch of how it is connected to the clock, which is very simple. All that is necessary is to take the bell off the clock and fix a piece of stiff wire to the alarm winding key, and another piece of wire to the starting lever of the phonograph, so that when the alarm key winds round it pulls over the starting lever, thereby setting the machine in motion. Of course, the machine has to be wound up at night, and the record that is to be played in the morning placed on the mandrel, and the reproducer dropped on to the record, then the clock set to whatever time it is required to go off in the morning, which does not take very much time to do."

**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., July 10, 1906.

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

JUNE 11.

Berlin, 137 pkgs., \$1,374; Brussels, 100 pkgs., \$1,025; Buenos Ayres, 17 pkgs., \$1,195; China, 25 pkgs., \$985; Colon, 4 pkgs., \$100; Corinto, 8 pkgs., \$826; Glasgow, 25 pkgs., \$130; Quadaloupe, 10 pkgs., \$305; Havana, 12 pkgs., \$402; 10 pkgs., \$327; Havre, 11 pkgs., \$1,024; Liverpool, 41 pkgs., \$214; 2 pkgs., \$292; Livingston, 5 pkgs., \$180; London, 10 pkgs., \$420; 195 pkgs., \$3,063; Manchester, 40 pkgs., \$208; Mazatlan, 7 pkgs., \$251; Melbourne, 6 pkgs., \$135; Milan, 8 pkgs., \$153; Montevideo, 8 pkgs., \$163; Progreso, 6 pkgs., \$117; Singapore, 17 pkgs., \$711; Southampton, 6 pkgs., \$392; Sheffield, 25 pkgs., \$130; Valparaiso, 5 pkgs., \$126; 95 pkgs., \$7,254.

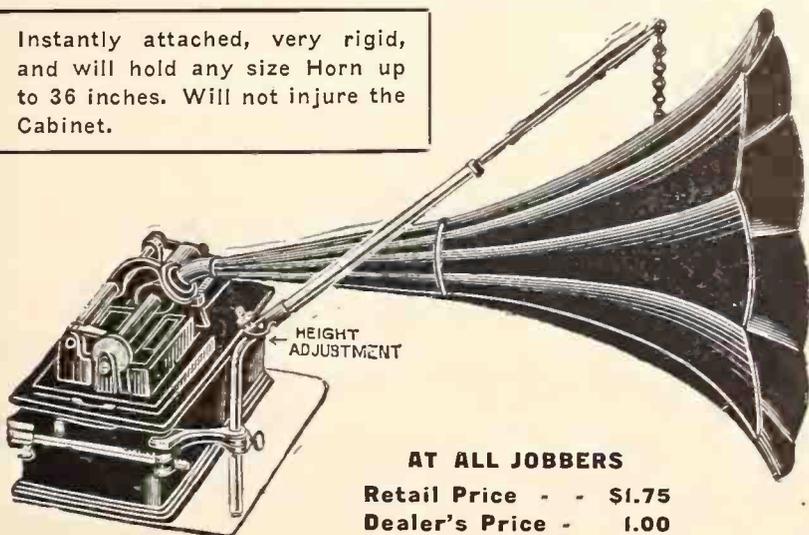
JUNE 18.

Brussels, 50 pkgs., \$425; Buenos Ayres, 21 pkgs., \$1,974; Colon, 6 pkgs., \$206; Hamburg, 121 pkgs., \$909; Havana, 11 pkgs., \$446; 32 pkgs., \$501; Havre, 9 pkgs., \$532; Limon, 7 pkgs., \$129; Liverpool, 30 pkgs., \$156; London, 3 pkgs., \$735; 13 pkgs., \$605; 497 pkgs., \$4,370; Milan, 5 pkgs., \$200; Montevideo, 17 pkgs., \$465; Neuvitas, 5 pkgs., \$136; Para, 4 pkgs., \$120; Tampico, 9 pkgs., \$201; Vienna, 19 pkgs., \$832.

JUNE 25.

Antofagasti, 15 pkgs., \$375; Berlin, 92 pkgs., \$2,477; Bombay, 23 pkgs., \$759; 22 pkgs., \$683; Bristane, 551 pkgs., \$7,120; Brussels, 100 pkgs., \$530; Buenos Ayres, 33 pkgs., \$3,933; 11 pkgs., \$437; 18 pkgs., \$680; Callao, 3 pkgs., \$351; Hamburg, 4 pkgs., \$243; Havana, 46 pkgs., \$2,073; 18 pkgs., \$441; Havre, 8 pkgs., \$135; Lisbon, 25 pkgs., \$375; Liverpool, 31 pkgs., \$882; London, 2 pkgs., \$110; 405 pkgs., \$3,918; Matanzas, 5 pkgs., \$206; Melbourne, 14 pkgs., \$511; Milan, 8 pkgs., \$163; Rio de Janeiro, 7 pkgs., \$259; Rome, 13

Instantly attached, very rigid, and will hold any size Horn up to 36 inches. Will not injure the Cabinet.



AT ALL JOBBERS  
Retail Price - - \$1.75  
Dealer's Price - 1.00

**The Universal Horn Crane**

For Edison Phonographs and Columbia Graphophones.

For the convenience of Jobbers during their stay in New York this Crane will be on exhibition at

**IDEAL FASTENER COMPANY,**  
143 Liberty Street, NEW YORK CITY.

pkgs., \$799; St. Petersburg, 13 pkgs., \$615; 9 pkgs., \$407; Sydney, 827 pkgs., \$12,464; Tampico, 16 pkgs., \$347; Valparaiso, 20 pkgs., \$908; Vera Cruz, 17 pkgs., \$205.

JULY 2.

Behia, 7 pkgs., \$447; Berlin, 128 pkgs., \$868; Buenos Ayres, 23 pkgs., \$909; 14 pkgs., \$860; 1 pkg., \$118; Callao, 3 pkgs., \$140; Cienfuegos, 7 pkgs., \$202; Ecuador, 10 pkgs., \$180; Glasgow, 4 pkgs., \$200; Havana, 11 pkgs., \$265; 37 pkgs., \$1,065; Havre, 6 pkgs., \$344; Kingston, 3 pkgs., \$181; Limon, 9 pkgs., \$187; Liverpool, 30 pkgs., \$156; London, 2 pkgs., \$1,092; 11 pkgs., \$453; 422 pkgs., \$4,827; Manila, 5 pkgs., \$380; Montevideo, 26 pkgs., \$3,270; Nuevitas, 12 pkgs., \$124; Para, 4 pkgs., \$197; Pernambuco, 4 pkgs., \$105; Sauta Marta, 3 pkgs., \$119; St. Petersburg, 14 pkgs., \$806; Sydney, 43 pkgs., \$1,642; Vera Cruz, 3 pkgs., \$135; Vienna, 16 pkgs., \$359.

### LETTER FROM VICTOR CO.

Bearing on Distributors' Contracts—No Changes at Present—Later, if Defects Are Shown, the Contract Will be Remedied.

When Louis F. Geissler, general manager of the Victor Talking Machine Co., Camden, N. J., attended the meeting of the Central States Talking Machine Jobbers' Association, at Cleveland, O., May 23, he promised to send a supplementary letter to the jobbers apropos of the Victor contract. Under date of June 5 the appended document was issued:

"We have been requested to make certain changes in our distributor's contract by a committee composed of a few of our distributors, most of whom have, however, after explanation, signed the contract. In reply to this request, we wish to make the following statements:

"The contract was put out by us at the almost unanimous request of our distributors. The contract was put out for the sole purpose of maintaining prices on Victor goods; it was not intended to secure any more rights to ourselves, or to give any more rights to our distributors than we each had without it; therefore, why fuss about the details of accomplishing a result that we all desire? Horace Pettit, our general counsel, with a large experience in many courts on this question, drew the contract and founded it on a knowledge of the points necessary to be covered to accomplish the purpose for which the contract is intended, and as he is the person who is obliged to fight the cases that may come up, it is necessary for him to do so in his own way.

"In view of the fact that we have received over 10,000 dealers' contracts, through our distributors, and more than nine-tenths of our distributors have signed and sent in their contracts, you can readily see how impossible it would be to make any changes in the distributor's contract at this time, for, if we made any change in the distributor's contract it would only be fair to make the same changes for the dealers also, as our policy is to treat all alike. This would delay the contract three months, causing us both no end of expense and trouble, and to no purpose. We have no doubt but that in the course of the year after we have all had experience with this contract, it will be desirable to get out a new one, and at that time, if our distributors as a whole desire any changes that are fair to us, we will only be too happy to make them. We feel confident, after this frank explanation on our part, that all will be satisfied, and that the few distributors who have not already signed will send in their contract by return mail."

### WINNERS OF BACIGALUPI SOUVENIRS.

The list of the lucky winners of the gold pieces sent the National Phonograph Co. by P. Bacigalupi, San Francisco—all that was recovered in his vaults after the earthquake and fire, his papers, books and securities being destroyed—is made out in rotation as tickets were drawn, and gives the number of ticket as well as the denomination of pieces won, as follows:

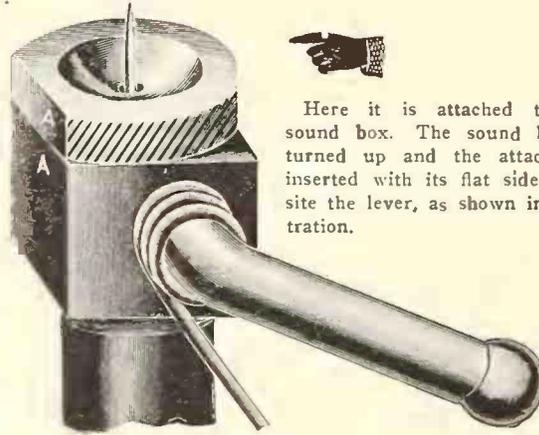
Ticket No. 287, \$20, Edward Buehn, of the Wells Phonograph Co., Philadelphia, Pa.; No.

113, \$20, Walter Miller, manager record-making department, National Phonograph Co., New York; No. 9, \$10, Mr. Storms, of Edison Phonograph Works, Orange, N. J.; No. 313, \$10, Mr. Prairie, of commercial department, National Phonograph Co., Orange, N. J.; No. 329, \$10, Percy L. Waters, the Kinetograph Co., New York City; No. 89, \$10, H. Pellington, Edison Phonograph Works, Orange, N. J.; No. 472, \$5, P. Weber, general superintendent, Edison Phonograph Works, Orange, N. J.; No. 407, \$5, John Kaiser, with Douglas Phonograph Co., New York City; No. 314, \$5, W. Williams, Edison Phonograph Works, Orange, N.

J.; No. 16, \$5, Percy L. Waters, the Kinetograph Co., New York City; No. 18, \$5, Mr. Taylor, with Edison Phonograph Works, Orange, N. J.; No. 56, \$5, Percy L. Waters, the Kinetograph Co., New York City; No. 219, \$5, Lipman Kaiser, of S. B. Davega, New York City; No. 78, \$5, R. McGuffie, Edison Phonograph Works, Orange, N. J.; No. 273, \$5, T. Harrison, of Edison Phonograph Works, Orange, N. J.; No. 215, \$5, J. N. Blackman, Blackman Talking Machine Co., New York City; No. 454, \$5, B. R. Barklow, manager the Bettini Co., New York City. The total amount realized for the \$140 sent the company was \$426.

## YOU HAVE WAITED FOR THIS!

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



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

Here is the Needle Clamp Attachment separate.



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

Price, 25 cents each

Special prices to jobbers and dealers

The Softertone Needle is growing in popularity every day. The loud tone needle, of course, is a necessity to the dealer for selling machines, but it is often too loud for home use. When a customer takes a machine home he finds the softertone needle a great relief. Instead of tiring it perpetuates the use of the machine. This means record sales.

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

FOR SALE BY LYON & HEALY, CHICAGO



**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.

**WE ARE NOT GIVING AWAY HORNS**

But our Prices will Certainly Interest You.

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

156 West 23d Street, New York.

**EDISON PHONOGRAPHS**

JOBBERS IN

RECORDS AND SUPPLIES

**VICTOR TALKING MACHINES**

# 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.

## I. DAVEGA, Jr., Jobber of EDISON PHONOGRAPH and VICTOR TALKING MACHINES, RECORDS and SUPPLIES

Large Stock of CYLINDER and DISC CABINETS  
125 W. 125th St., and 802-4 Third Ave., NEW YORK  
WM. H. FREELAND, Mgr., Wholesale Dept., 125th St.

PACIFIC COAST HEADQUARTERS FOR  
**EDISON PHONOGRAPHS  
AND RECORDS.**

**Peter Bacigalupi,**  
SAN FRANCISCO, CAL.

## THE CABLE COMPANY CHICAGO.

Special attention given dealers in all lines.  
Complete Stock Disc and Cylinder.

**Columbia Graphophones**  
Records and Supplies.

You will find it to your advantage to give  
**A. C. HUFF,**  
BETHLEHEM, PA.  
A chance at your **COLUMBIA WANTS**  
Complete Disc and Cylinder Stocks

**OHIO PHONOGRAPH CO.,** Youngstown, O.  
LARGEST JOBBERS  
**Columbia Graphophones**  
DISC AND CYLINDER RECORDS IN OHIO  
Orders promptly filled

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

**FINCH & HAHN,**  
Albany, Troy, Schenectady.  
Jobbers of Edison  
**Phonographs and Records**  
100,000 Records  
Complete Stock Quick Service

## HARGER & BLISH Western Distributors for the **VICTOR** COMPANY.

It's worth while knowing, we never  
substitute a record.  
If it's in the catalog we've got it.  
**DUBUQUE, IOWA.**

**GEO. BORGFELDT & CO.,**  
CHICAGO. NEW YORK. ST. LOUIS.  
**COLUMBIA JOBBERS**

**PITTSBURG PHONOGRAPH CO.**  
VICTOR and EDISON  
JOBBERs and JOBBERs  
Largest and most complete stock of Talking Machines and  
Records in Western Pennsylvania.  
ALSO HEADQUARTERS FOR  
**Columbia Graphophones**  
RECORDS and SUPPLIES.  
Write for Catalogue.

**Portland Talking Machine Co.**  
PORTLAND, MAINE  
Just Received - Complete Stocks  
**COLUMBIA DISC AND  
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Prompt attention given all Orders

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EDISON JOBBER  
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Kaiser's Illuminated Signs for Edison, Victor and  
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**Edison Phonographs and Records**  
ALL MACHINES, RECORDS AND SUPPLIES  
Write for Prices on Supplies.  
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NEWARK, N. J.  
All Talking Machines  
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EXCLUSIVE **COLUMBIA JOBBERS**  
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If it's in the Catalogue we have it in large quantities

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Unexcelled Service on **COLUMBIA GRAPHOPHONES**  
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Complete stock of all New Types. New Catalogue  
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MACHINES, RECORDS AND SUPPLIES  
Quickest service and most complete stock in Ohio

**NEW ENGLAND**  
JOBBER HEADQUARTERS  
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Machines, Records and Supplies.  
**THE EASTERN TALKING MACHINE CO.**  
177 Tremont Street BOSTON, MASS.

**SEAVEY BROS.**  
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We can make Immediate Shipment of  
All Orders for  
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Give us a Try, and you will try again

**Jacot Music Box Co.,**  
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Mira and Stella Music Boxes.  
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Largest Stock of  
**COLUMBIA  
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We have what you want when you want it.

**Victor Talking Machines and Records**  
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Catalogs and Prices on Application.  
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Every Jobber in this country should be represented in this department. The cost is slight and the advantage is great. Be sure and have your firm in the August list.

# Leading Jobbers of Talking Machines in America

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  
 Most complete line of Talking Machines, Records and Supplies in the west. Orders filled promptly  
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Established 1896.  
**THEO. F. BENTEL CO.**  
 Pittsburg Headquarters For  
**EDISON-VICTOR-COLUMBIA**  
 TALKING MACHINES, RECORDS and SUPPLIES  
 Exclusive Pittsburg Distributors for  
 American Records, Hawthorne & Sheble  
 Mfg. Co.'s and our New Taper  
 Arm Machines.  
 Write us for quotations.  
**435-437 Wood Street, Pittsburg, Pa.**

**SOL BLOOM**  
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**VICTOR DISTRIBUTOR**  
**EDISON JOBBERS**  
 All the Latest Novelties in Talking  
 Machines, Attachments, Supplies, Etc.

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

**M. M. MARRIN & CO.**  
 Grand Rapids, Mich.  
 Exclusive Columbia Jobbers. Complete Stock Disc and Cylinder  
**Columbia Records and Graphophones.**  
**All Orders Shipped Promptly**

CHICAGO HEADQUARTERS  
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**COLUMBIA**  
 Disc and Cylinder Graphophones and Records  
 Exclusively COLUMBIA Lines.  
**HIBBARD, SPENCER, BARTLETT & CO., Chicago**

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 Distributor  
**VICTOR Talking Machines**  
 and **RECORDS** Wholesale and Retail  
 Largest Stock in the South

**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 August list.

## TRADE IN THE TWIN CITIES.

Hough Reports a Decided Increase Over Last Year—Opened New Stores Recently—Minnesota Phonograph Co. Make Excellent Report—The Views of Other Leading Dealers Vary, But All Seem Satisfied.

(Special to The Talking Machine World.)  
 Minneapolis and St. Paul, July 7, 1906.

T. C. Hough, the pioneer talking machine dealer of the Twin Cities, with two stores in Minneapolis and one in St. Paul, reports trade as having been very satisfactory the past month; in fact, that his business has been greatly increased over last year by the opening of his new store two months ago. Mr. Hough handles the Edison and Zonophone.

The Minnesota Phonograph Co. report that their wholesale business has been very good for the past 30 days. Mr. Lowey, in charge of the Minneapolis branch, said: "Trade so far this month has been much better than in May. It was rather quiet for a while. We have had a very good demand for Edison machines for the home of an excellent quality, although the Victor has also been selling very satisfactorily."

About a month ago Mr. Lowey started the practice of putting all disc records in envelopes. The plan has proved so successful that other dealers are following his example.

A. M. Magoon, in charge of the Victor department of New England Furniture Co., said: "Trade is somewhat quieter this month. It comes in fits and starts, you might say. One day there is nothing doing, and the next day we more than make up for the day before. However, results compare very favorably with a year ago. The machines we have sold the last month have all been of the higher grade."

W. J. Dyer & Bro., who handle the Victor, report: "Trade is hardly as brisk now as it was, but still it has been very satisfactory. The demand for records is unusually good."

J. H. Wheeler, manager of the Columbia Phonograph Co., in Minneapolis, reported trade as somewhat quiet now that the summer has commenced, but that so far this year the results are considerably ahead of last year.

C. W. Long, formerly of Salt Lake City, has taken hold of the St. Paul branch of the Columbia Co., and in the past month has secured very satisfactory results.

The talking machine department in the Glass

Block reports trade as quiet. In this department can be found the Victor, Edison, Columbia, Zonophone and Reginaphone.

## THAT TALK-O-PHONE CO. SALE

Story in Toledo "Blade" Denied by Mr. Reed of the Talk-o-Phone Co. and Mr. Lyle of the Columbia Co.

(Special to The Talking Machine World.)  
 Toledo, O., July 6, 1906.

The "Blade" of this city on Wednesday contained the following story: "The long-pending sale of the plant of the Talk-o-Phone Co. has at last taken place, A. L. Irish, who controlled the concern, having disposed of his interests. Mr. Irish refuses to give the name of the purchaser, but says that the agreement calls for the transfer of the purchase money on July 6. It is believed that the property will pass into the hands of the Columbia Phonograph Co. Mr. Irish denies the report that V. R. Manley, former cashier of the Homer Savings Bank, purchased his holdings. Mr. Manley, however, will be associated with the new owners, who will be Eastern men. The former banker, it is understood, will be the manager of the plant."

When The World submitted the foregoing dispatch to O. Clayton Reed, manager of the Talk-o-Phone Co.'s New York branch house, he said: "Such rot makes me tired. There is not a word of truth in it. Our business is on a good foundation, is flourishing, and why should we want to sell out. Our trade West is immense, and is growing in the East rapidly."

On George W. Lyle, general manager of the Columbia Phonograph Co., general, being requested for a statement he remarked: "Absolutely nothing in it, so far as the Columbia Co. is concerned. I could say something else, but I will not."

## PHONOGRAPH IS FURNITURE

When the Librarian of Congress Wants It to Go With a Typewriter.

(Special to The Talking Machine World.)  
 Washington, July 7, 1906.

The Comptroller of the Treasury has decided that a phonograph is furniture within the meaning of the law. The Librarian of Congress re-

cently asked for an opinion as to whether he was authorized to purchase a phonograph for use in his office out of the appropriation for furniture. The Librarian explained that he wished to use the phonograph "in connection with a typewriter."

The Comptroller has decided that in view of the use to which the talking machine is to be applied it can legally be paid for out of the furniture appropriation.

## HONORING NATION'S BIRTH.

Appropriate Display by the Columbia Phonograph Co. for July 4th—Handsome Window Setting at Local Store.

Living up to their reputation for window dressing, the retail branch of the Columbia Phonograph Co., at 872 Broadway, New York, did some very elaborate work for the anniversary of the Nation's birthday. The south window was adorned with imitation firecrackers of all sizes, acting as guards for the fine display of disc graphophones, the whole being backed with a drapery of American flags. In the north windows, festooned with the national colors, amid a setting of Columbia graphophones of all sizes, were pictures of Washington, Lincoln and others who contributed to the freedom of our country. The whole proved very attractive, and did great credit to the ingenuity of Hayward Cleveland, the manager.

## GRAPHOPHONE FOR BARON ROSEN.

During the visit of Baron Rosen, the Russian Ambassador to Bridgeport, Conn., the closing days of last week, he was entertained by the Bridgeport Board of Trade at a banquet which was largely attended. At the conclusion of his address he was presented with a number of presents—evidences of the industrial development of that city—including a magnificent graphophone, a typewriter, with Russian characters, a sewing machine, silverware and many other specially made articles.

The Burke Talking Machine Co., of Brooklyn, was incorporated recently with a capital of \$10,000. Incorporators: Thomas Burke, Elizabeth Burke and J. A. Fagan.

## With the Makers, Sellers and Users of Automatic Specialties

### THE MONTH'S HAPPENINGS.

Slot Machine Men Experiencing Busiest Season  
—Working Night and Day to Fill Orders—  
Nickel Theatres a Good Investment—Talk-  
ing Machine Can be Used in Connection—  
Automatic Pianos Growing in Favor.

From reports which reach us from all over the country, the slot machine men are now in the midst of their busiest season. New arcades are being continually opened, and yet the demand for more does not diminish to any appreciable degree. The manufacturers are making shipments with somewhat greater promptness, and though many are still behind hand in their orders owing to the unprecedentedly large demand for their product, there prevails a more settled condition of affairs. Wires are not being kept at so white a heat by frenzied arcade men who saw money slipping through their fingers because of the lack of machines.

Blame for congested conditions in the past must not, however, be placed on the shoulders of the manufacturers, for these men have been working night and day to fill up the gap between orders and shipments, only to find themselves unable to get their raw material from the foundries.

Just what attractions in the automatic line hold the greatest interest for the public is a mighty hard problem to solve. To the saunterer who strolls into an arcade at the present day his impressions can only lead in two directions in the line of comparison—an anniversary sale in ladies' shirt waists at one of our department stores or the wild Brooklyn Bridge stampede about 6 p. m.

This new wrinkle, or rather an old one in a different cloak, of opening nickel theatres where performances are held, say, every half hour, is

a mighty good investment for the man with a small amount of capital and, in fact, for any person, as the returns are all but beyond belief. Moving pictures always did and always will hold a strong attraction for both young and old. These are the whole substance of the show, while if you have a good singer, illustrated songs give a desirable contrast and add interest. By the new rental system in vogue with the large film manufacturers one can obtain a constantly changing programme, which is necessary for any great returns, especially in small towns, at a very low cost. This idea is a splendid one for the talking machine dealer. If your store is not suited for such a place, look for one, say, that will seat anywhere from 100 to 300—but get one. During intermissions have your talking machine there and give selections from the latest records. The illustrated songs also will be big boomers for your record business; an automatic piano or a talking machine will make a first-class crowd drawer for the front of your place.

The automatic piano has certainly won for itself an enviable position all over the country, wherever amusement features abound. All the arcades of any importance have these instruments as headliners and crowd drawers, where they occupy the central position at the front.

The electric gun galleries are kept busy night and day, while those establishments that boast a "real live target range" are flooded by the followers of this diverting sport. There really is something like exhilaration when one hears the sharp report of a gun in answer to the persuasive pressure of the trigger finger—something that makes one's blood rush through his veins a little faster, as he feels this thing of life he holds tremble after the discharge. Yes, it's a paying proposition any way you look at it, and an attraction worthy of addition to any parlor no matter how large or how small.

### MONEY IN AMUSEMENT PARKS.

Places Where Automatic Devices of All Kinds Should Find a Ready Market—A Big Field.

The estimated investment in summer amusement parks in this country will reach a total of \$100,000,000 this year. The total number of parks is estimated at 200, and three-fourths of that number are controlled by and operated for electric railway lines.

This figure for the investment seems high, and the more so when it is known that the many small resorts, "gardens" "groves," etc., found in every locality are not included. It is probable, however, that the figure may be accepted as representative, though it will correspond more clearly to the advertised cost of each specific resort rather than the actual cost, the two sums frequently being quite different. At any rate, the investment will reach an astonishing total, and it calls attention to an interesting development in transportation affairs.

### TRADE NOTICES.

The new Automatic Vaudeville Arcade opened at Nos. 31 and 32 Park Row by Max Goldstein is rather unique owing to its elaborate decoration. The predominating colorings are white and gold, to which has been added a cream tint and green. The basis of the treatment is the classic. The location of this arcade is without a doubt the best in this city, for more people pass this spot every day than anywhere else in the world.

The Vitak moving picture machine is one of the mechanical wonders of the age and the direct result of twelve years' experimenting by experts and the expenditure of many thousands of dollars. This machine can be operated after a moment's study by any person of ordinary intelligence. It is so constructed that not the

## Some Progressive Makers of Automatic Specialties

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

Special Hardened Black Cylinder

**B & R RECORDS**

Talking or Vocal, best talent, Spencer, Murray, Collins, Harlan, Macdonough and others. Your Own Name on Announcement on the record, in 100 lots, 21c. each.

A fine chance for dealers to advertise themselves. We furnish all the Phono. Parlors in the U. S.

BURKE & ROUS, 334-336 Fifth Ave., Brooklyn, N. Y.

DO YOU WANT MONEY?

You can make it easily if you sell

"The Nicklin"  
Coin-Operated Piano

Secure territory now, before your neighbor gets it. Write for prices, discounts and advertising matter to

NEOLA PIANO & PLAYER CO.,  
201-203 East 49th Street, NEW YORK CITY



**THE PIANOVA COMPANY,**

Manufacturers of

44 AND 65 NOTE ELECTRIC PLAYERS

with or without nickel in the slot attachment

SECURE THE AGENCY NOW.

117-125 Cypress Avenue,

New York.

Every Manufacturer 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 August list.

slightest possible element of danger enters into its operation, and it can be sold at a price that places this pleasure maker within the means of every family. Here is a good chance for Mr. Talking Machine Dealer to carry a first-class side line. The price of these machines will make them appeal to all, and a large profit will accrue to you from their sale, not to speak of a steady trade in films, which you can build up as easily as your record business. Then, too, one of these machines might come in handy for use in your own store. By issuing invitations to customers and giving a performance, one afternoon a week, playing the latest records on a talking machine in between each set of pictures.

American prospectors in the automatic field are stretching out their arms to gather in some of the money of our cousins across the pond. A large and extremely attractive arcade has just been opened on Edgewater street, London, England, and, as was expected, the lavish way in which it has been fitted up has taken London by storm. And by the way this place is kept packed you would think the managers were doing the crowd a great favor in letting them spend their pennies. The Rosenfeld Mfg. Co., of this city, furnished the greater part of the machines.

### USE PHONOGRAPH AS ALARM.

**Clock Touches Off Machine and Sleeper Wakens to Music.**

People whose nerves are jarred by the strident tones of alarm clocks, but who still require artificial assistance in being brought back to consciousness every morning, may now be awakened, if they choose, by the music of a talking machine. There has just been invented a device for connecting an alarm clock with a talking machine in such a manner that the lever of the talking machine will be started at a certain hour, and, instead of the jangling bell of the clock, the sleeper is awakened by sweet music, oratory, or any form of entertainment which a

talking machine can ordinarily provide. The mechanism consists of a spring which trips a lever attached at one end to an ordinary alarm clock, at the other end to a cord which passes over a pulley and is connected to the starting lever of a talking machine. The case contains three ordinary dry-cell batteries, and when the spring is released by the clock the talking machine will deliver its message, and at the same time a miniature 4½-volt lamp is turned on. The light, however, may be turned on and off at will, and three ordinary dry cells will give a good light for a considerable time before they are exhausted.

### TALKING AND PICTURE MACHINE.

The talking machine has now been popularized to such an extent that it can be heard all over the world—if not in private homes, in the innumerable "penny-in-the-slot" machines placed everywhere. The moving picture machines being a more complicated apparatus, are fewer in number, but everybody is familiar with them. To combine the two into one machine is the invention of a Rhode Island man. A certain tune is placed on the talking machine, and pictures illustrating this particular song placed on the new apparatus. One presents the pictures, and the other reproduces the music. To gear each machine so that each picture will strike a predetermined point in the story of the song has not been a hard problem, and before long we may see these machines in operation in many amusement places.

### THE IMPERIAL ELECTRIC PIANO.

(Special to The Talking Machine World.)  
World Office, 195-197 Wabash Avenue,  
Chicago, Ill., July 7, 1906.

The Cable Co. are having excellent success on their Imperial Electric piano, which is taking a prominent place in the ranks of coin operated machines. A notable feature of the Imperial is the expression device, which automatically gives forte or pianissimo effects, as required in the interpretation of the selection played. Manager Harrison, of the talking machine department, is also in charge of the company's coin operated instrument business. "They play when paid and pay when played," is the apt phrase used in exploiting coin operated machines.

### "IT IS A DANDY."

Reports from Neola Piano & Player Co. during the last few weeks indicate that the "Nicklin" (nickel-in-the-slot) piano, manufactured by them at their factory, 201 East Forty-ninth street, New York City, is making great strides and has firmly established itself as one of the consistent moneymakers for the live dealer. We quote from a letter received by the Neola Co. a few days ago from a prominent western music house; written after receipt and thorough trial of a "Nicklin":

"Gentlemen—We like the instrument very much; it is so simple and easy to regulate, and so little to get out of repair that we think it is a 'dandy.' Yours truly, Featherston Music Co., Bozeman, Montana."

### THE "SUBLIMA" PIANO.

One of the most interesting propositions which has come before the trade in many a day is the Sublima piano, illustrated and described in the advertisement of the Regina Co., on the back cover page of this issue of The World. It is a marvelous instrument with tremendous possibilities for the talking machine or arcade man. From the musical standpoint, it is most satisfying, while structurally it is built to last and give enduring satisfaction. No talking machine man should fail to look up this instrument and other specialties made by the Regina Co., as they should prove most effective as side lines.

The Colonial Automatic Merchandizing Co. was incorporated in Maine on June 30, with a

capital of \$200,000, to make and sell vending machines. The incorporators were I. S. Kearney and E. M. Thompson, both of Augusta.

### PRICE REDUCED

## Burnt Leather POST CARDS

Our Burnt Leather Post Cards are the quickest selling and most profitable side line ever offered the Talking Machine trade.

TRIAL ORDER.—We will send you prepaid 100 cards (100 beautiful designs), with the name of your town stamped on each if desired, for \$3.10 cash. Retail everywhere at 10c. You make a clean profit of \$6.90.

## Risley-Bird Mfg. Co.

94 Fifth Avenue,  
New York.

## THE "PHONO TRADER AND RECORDER"

Editorial, Advertisement and Publishing Offices:—

1 & 2 WHITFIELD STREET, FINSBURY,  
LONDON, E. C., ENGLAND.

The "Phono Trader and Recorder" is published exclusively in the interest of the Talking Machine and Allied Trades. It contains usually from 70 to 80 pages of valuable and interesting matter, comprising list of all records issued monthly by the leading companies, minute descriptions (with drawings) of new patents, together with various special articles, interviews, etc., and items of news from all quarters relating to the Phono industry. Printed on art paper, and splendidly and profusely illustrated.

Annual subscription, post free, three shillings, which includes also the "Pick of the Basket" supplement of Record Reviews, a copy of which is inserted in the "Phono Trader."

We shall be glad to supply a specimen copy.



Largest and  
Oldest  
Talking  
Machine  
Journal  
in Europe

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PUBLISHER

GEORGE ROTHGIESSER  
BERLIN W. 30

John Bull's Message to Uncle Sam

### GOOD LUCK TO YOU, BOYS!

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

The Publisher,

1 Mitre Court, Fleet Street, LONDON, ENGLAND, E. C.

## To Talking Machine Dealers

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

Grand Prix at the Paris Exposition,	1900
Diploma at Pan-American Exposition,	1901
Silver Medal Charleston Exposition,	1902
Gold Medal St. Louis Exposition,	1904
Gold Medal Lewis-Clark Exposition,	1905

Subscription in United States, Canada and Mexico, \$2.00 for 52 weeks. All other countries, \$4.00.

We publish the Tuner's Guide also—a cloth-bound, illustrated work of over one hundred pages. Sent postpaid to any part of the world upon receipt of one dollar.

EDWARD LYMAN BILL

Publisher, 1 Madison Ave., New York

# If Someone Told You

that there was a *new* musical instrument which operated automatically by means of a paper roll, *without pneumatics, bellows or tubes*, which *automatically* controlled its own expression from loud to soft and *vice versa* by means of perforations in the roll, and which had the effect and the tone-quality of an expensive orchestrion, although offered at a moderate price, you would want to know more about it, wouldn't you?

Well, we have such an instrument in our new

## Regina Sublima Piano

Although recently placed on the market, its success is already assured, and it bids fair to become the most popular instrument that we have ever produced.

Our space here is too limited for a complete description, but here are a few facts concerning it:—

1. It is coin operated.
2. It plays upon piano-strings, yet sounds different and *better* than any automatic piano.
3. Its tone quality is wonderfully rich and sweet, and the musical effect is not in the least degree "mechanical."
4. It is operated by *electric* motor or by *spring* motor as desired. (This feature is valuable in places where electric current cannot at all times be obtained).
5. It stands eight feet high.
6. It contains an advertising device with spaces for 10 cards, which



change at intervals while tunes are playing. This space can easily be rented and the rental will help pay for the instrument.

7. Each music-roll contains five selections, one of which is played for each coin inserted, and when the last one is finished, the roll is automatically re-wound, and is ready to start again at the beginning.

8. It has a range of 73 notes, which is almost double that of the ordinary coin-operated piano, and eight notes more than in the largest one heretofore produced.

9. It bears the well-known *Regina* guarantee.

Further information will be furnished on application. Dealers who wish to handle the Sublima Piano should write us promptly, as territory is being rapidly assigned for its sale.

THE REGINA CO.

Main Office and Factory:

**RAHWAY, N. J.**

Manufacturers of Regina Music Boxes, Reginaphones, Regina Chime Clocks and Reginapianos.

Branches:

Broadway and 17th St., NEW YORK  
259 Wabash Ave., CHICAGO



FOR VACATION FUN AND MUSIC.  
(July Ad.)

# Successful Edison Advertising

The vacation time is at hand and Edison Dealers are prospering. The reason is apparent. Edison summer advertising, a sample cut of which is shown on this page, tells the public how to advantageously use the Edison Phonograph during the warm summer months, and the suggestions are favorably received by the public.

The Edison Dealer never fears a "Summer Slump," because we prevent it by advertising as above mentioned.

There's money to be made in handling Edison goods, and it would pay you to write us or any of the Jobbers named below for full particulars. Do so now.

**National Phonograph Co.,** 59 LAKESIDE AVE.  
ORANGE, N. J.

New York Office, 31 Union Square.

## FOLLOWING ARE THE JOBBERS IN EDISON GOODS IN THE UNITED STATES AND CANADA:

Albany, N. Y.—Finch & Hahn.  
Allegheny, Pa.—Henry Braun.  
Allentown, Pa.—G. C. Aschbach.  
Astoria, N. Y.—John Rose.  
Atlanta, Ga.—Atlanta Phono. Co., Phillips & Crew Co.  
Baltimore—E. F. Droop & Sons Co.  
Bangor, Me.—S. L. Crosby Co.  
Birmingham, Ala.—The Talking Machine Co.  
Boston—Boston Cycle & Sundry Co., Eastern Talk. Machine Co., Iver Johnson Sptg. Gds. Co., C. E. Osgood Co., Read & Read.  
Brooklyn—A. D. Matthews' Sons.  
Buffalo—Robert L. Loud.  
Burlington, Vt.—American Phono. Co.  
Canton, O.—Klein & Heffelman Co.  
Chicago—The Cahle Co., James I. Lyons, The Vim Co., Montgomery Ward & Co., Rudolph Wurlitzer Co., Babson Bros., Lyon & Healy.  
Cincinnati—Ilsen & Co., Rudolph Wurlitzer Co.  
Cleveland—Eclipse Musical Co.  
Columbus—Perry B. Whitsit Co.  
Dallas, Tex.—Southern Talking Mach. Co.  
Dayton, O.—Niehaus & Dohse.  
Denver—Denver Dry Goods Co., Hext Music Co.  
Des Moines, Ia.—The Vim Co., Hopkins Bros. Co.  
Detroit—American Phono. Co., Grinnell Bros.  
Easton, Pa.—William Werner.

Elmira, N. Y.—Elmira Arms Co.  
El Paso, Tex.—W. G. Walz Co.  
Fitchburg, Mass.—Iver Johnson Sporting Goods Co.  
Fort Dodge, Iowa—Early Music House.  
Fort Worth, Texas—Cummings, Shepherd & Co.  
Gloversville, N. Y.—American Phono. Co.  
Harrisburg—S. K. Hamburger.  
Helena, Mont.—Frank Buser.  
Houston—Texas Phono. Co.  
Hoboken, N. J.—Eclipse Phonograph Co.  
Indianapolis—Indiana Phono. Co., Kipp-Link Phono. Co., A. B. Wahl Co.  
Kansas City—J. W. Jenkins' Sons Music Co., J. F. Schmelzer & Sons Arms Co.  
Kingston, N. Y.—Forsyth & Davis.  
Knoxville—Knoxville Typewriter and Phono. Co.  
Lafayette, Ind.—A. B. Wahl Co.  
Lincoln, Neb.—H. E. Sidles Cvele Co.  
Little Rock, Ark.—O. K. Houck Piano Co.  
Louisville—C. A. Ray.  
Lowell, Mass.—Thos. Wardell.  
Memphis—F. M. Atwood, O. K. Houck Piano Co.  
Milwaukee—McGreal Bros.  
Minneapolis—Thomas C. Hough, Minnesota Phono. Co.  
Mobile, Ala.—W. H. Reynolds.  
Montgomery, Ala.—R. L. Penick.  
Nashville—O. K. Houck Piano Co., Nashville Talk. Mach. Co., Magruder & Co.  
Newark, N. J.—A. O. Petit, Douglas Phono. Co.

Newark, O.—Ball-Fintze Co.  
New Bedford, Mass.—Household Furnishing Co.  
Providence—J. M. Dean Co., J. A. Foster Co., Household Furniture Co., J. Samuels & Bro., A. T. Scattergood Co.  
New Haven—Pardee-Ellenberger Co.  
New York City—Bettini Phonograph Co., Blackman Talking Machine Co., J. P. Blackman & Son, Sol Bloom, I. Davega, Jr., S. B. Davega, Douglas Phonograph Co., H. S. Gordon, Jacot Music Box Co., Victor H. Rapke, Siegel-Cooper Co., John Wanamaker, Alfred Weiss.  
New Orleans—William Bailey, Nat. Auto. Fire Alarm Co.  
Ogden, Utah—Proudfit Sporting Goods Co.  
Omaha—Omaha Bicycle Co., Neb. Cycle Co.  
Oswego, N. Y.—Frank E. Bolway.  
Paterson, N. J.—James K. O'Dea.  
Pawtucket—Pawtucket Furniture Co.  
Peoria, Ill.—Peoria Phonograph Co.  
Philadelphia—C. J. Heppe & Son, Lit Bros., Penn Phonograph Co., John Wanamaker, Wells Phonograph Co., Western Talking Mach. Co., H. A. Weymann & Son.  
Pittsburg—Theo. F. Bentel Co., Inc., H. Kleber & Bro., C. C. Mellor Co., Pittsburg Phonograph Co., Powers & Henry Co.  
Portland, Me.—W. H. Ross & Son.  
Portland, Ore.—Graves & Co.  
Quincy, Ill.—Quincy Phonograph Co.

Reading, Pa.—Reading Phonograph Co.  
Richmond—Magruder & Co.  
Rochester—A. J. Deninger, Mackie Piano, O. & M. Co., Giles B. Miller, Talking Machine Co.  
Salt Lake City—Clayton Music Co.  
San Antonio, Tex.—H. C. Kees Optical Co.  
San Francisco—Peter Bacigalupi & Sons.  
Savannah, Ga.—George R. Youmans.  
Schenectady, N. Y.—Finch & Hahn, Jay A. Rickard & Co.  
Scranton—Ackerman & Co., Technical Supply Co.  
Seattle, Wash.—D. S. Johnston Co.  
Sharon, Pa.—W. C. De Forest & Son.  
Spokane, Wash.—Spokane Phono. Co.  
Springfield, Mass.—Flint & Brickett Co.  
St. Louis—The Conroy Piano Co., O. K. Houck Piano Co., Western T. M. Co., Inc.  
St. Paul—W. J. Dyer & Bros., Thomas C. Hough, Minnesota Phono. Co.  
Syracuse—W. D. Andrews.  
Toledo—Hayes Music Co.  
Toronto—R. S. Williams & Sons Co., Ltd.  
Trenton, N. J.—Stoll Blank Book and Stationery Co., John Sykes.  
Troy, N. Y.—Finch & Hahn.  
Utica—Clark-Horrocks Co., Arthur F. Ferriss, Wm. Harrison, Utica Cycle Co.  
Washington—E. F. Droop & Sons Co., S. Kann Sons & Co.  
Waycross, Ga.—Geo. R. Youmans.  
Williamsport, Pa.—W. A. Myers.  
Winnipeg—R. S. Williams & Sons Co., Ltd.  
Worcester, Mass.—Iver Johnson Sporting Goods Co.