

The TALKING AND NOVELTY NEWS MACHINE WORLD

Published Each Month by Edward Lyman Bill at 1 Madison Avenue, New York, November 15, 1905.

Do You Conduct a Talking-Machine Business, Arcades, Sell Coin-Operating Machines, or Similar Specialties?

**We Are Ready
to Help You
Get Trade and
Hold It!**

If so, we can help you to make money; and that is the aim of business men. We manufacture the best coin-operating machine in the world. It is a money-getter, and many big arcades and cafes have tested the money-getting power of the REGAL.

It is made in two sizes—44-note and 65-note. It is gotten up in a most attractive manner, and is an ornament to any place.

The REGAL never gets out of order, and therefore causes no trouble to its owners. It is as near perfect, mechanically, as it is possible to produce, and the price at which it is sold affords progressive men an instrument which possesses a large money-making capacity.

We shall be very glad to furnish illustrated booklet, telling of some of the leading concerns—cafes and arcades—who have tested the money-making power of the REGAL.

THE REGAL PIANO AND PLAYER COMPANY
889 Southern Boulevard, New York City



How to Get More Business:



SELL **BLUE RECORDS** AT THE

New Retail Prices

10-inch Discs, - - - 60 Cents
7-inch Discs, - - - 35 Cents



American Records Are Great and the People Want Them!

Give them a trial during the Holidays and you will begin the New Year happy.

Since the reduction in price our business has quadrupled. Our factory is pushed to the utmost to ship orders.

"A word to the wise is sufficient." Place your orders now for the Holiday trade.



**AMERICAN RECORD COMPANY
HAWTHORNE, SHEBLE & PRESCOTT**

SALES MANAGERS

SPRINGFIELD, MASS.

Export Department, 241 West 23d Street, New York City



The Talking Machine World

Vol. I. No. 11.

New York, November 15, 1905.

Price Ten Cents

TRADE HAPPENINGS IN THE WEST.

The Business Outlook—Craig-Jay Co. Dissolve—Noyes Successful Trip—Eckhard's Propositions—Frederick's Music House Developing Big Business—A Chat With Mr. Steinman—Lyons Large Stock—Big Holiday Trade Expected in the West.

(Special to The Talking Machine World.)
World Office, 1362 Monadnock Block,
Chicago, Ill., Nov. 11, 1905.

Retail business with the talking machine dealers is rather quiet at present, but this is only in comparison with the previous activity. The present somewhat sluggish condition of trade is only the reflection of the usual slowing down prior to the holiday rush. Manufacturers and jobbers are as busy as ever, and the former in some instances are simply compelled to refuse new jobbing accounts until after Christmas. The industry has unquestionably made a remarkable advance even within the last year, and the talking machine has assumed a stronger position than ever before as a musical instrument in demand in the homes of the most cultured.

The Craig-Jay Co., of Indianapolis, has dissolved, the business being continued as the Indiana Phonograph Co., with Charles F. Craig, proprietor. They have moved from the former location, 284 Massachusetts avenue, to 45 Virginia avenue, where they have fully doubled their facilities. The new store is 160 feet deep, with entrances and display windows on two streets. The company are exclusive Edison jobbers.

William E. Gilmore, president of the National Phonograph Co., paid a flying visit to Chicago and the company's western manager, Mr. Nisbett, on October 18, returning on the 22d. Another visitor was C. H. Wilson, the company's general sales manager, who was on his return from the east. He had a remarkably successful trip and opened jobbing accounts with several of the best known concerns on the western shore.

C. W. Noyes, western representative of the American Record Co., and Hawthorne-Sheble Mfg. Co., and secretary of the latter company, returned the latter part of the last month from a very successful western trip, and is now fully established in his new office on the fourth floor of the Adams Express building, 185 Dearborn street, where he has an excellent display of the products of both companies.

The Minnesota Phonograph Co., Edison jobbers at St. Paul, Minn., have opened a jobbing branch at 518 Nicollet avenue, Minneapolis.

C. E. Goodwin, manager of the talking machine department of Lyon & Healy, is on a visit among the eastern talking machine factories.

O. W. Eckland & Co., 128 Dearborn street, Chicago, have a number of attractive propositions for increasing the sale and profits of talking machine dealers no matter what the lines carried. Mr. Eckland has made a study of the talking machine business and believes that a dealer can make many sales by coming out occasionally with something sensational in an offer or contest that he could not effect in any other way.

The Ball-Fitz Co., Newark, O., jobbers of Edison and Victor machines, are just moving into a fine new building which they have erected for their own purposes. It is a three-story stone

structure covering a half block. They have beautiful offices fitted up in Flemish oak, and large, light and airy sales and shipping rooms.

C. H. Wyatt, resident manager of the Talk-o-phone Co., has placed the company's product with the Rudolph Wurlitzer Co., who will job the line both from Cincinnati and Chicago.

Professor D. Earl Burchell, professor of the department of business administration of the University of Wisconsin at Madison, has arranged with the Chicago office of the Columbia Phonograph Co. for commercial dictation machines to demonstrate modern office methods in his classes, and also for graphophones and records for lectures to be thus delivered before various organizations, business colleges, etc., in other cities.

Friedrichs music house, of Grand Rapids, Mich., is becoming an important factor in the talking machine world of Southern Michigan. They job Victor talking machines and American records, and are also extensive handlers of Regina music boxes and Herzog cabinets. F. C. Steinman, the manager of the talking machine and small goods department, has been with the house for over twenty years, and recalls the time when they were handling the old Berliner gramophones. "You hear some people say that talking machines are getting to be a back number, but that's all nonsense," said Mr. Steinman recently. "A few years ago if we ordered one each of the Victor records each month we thought we were doing something big; now we have a standing order for nine of each, and always have a goodly number of reorders to place before the month is out. Something happened here the other day which harked us back to the early days of the talking machine. A prominent Hollander, one of the city officials, came in and heard the Victor in recital. He asked permission to bring his mother in some time, and we cordially invited him to do so. One day he brought her in. She was a dear, little old lady, who had lived a very secluded life and could speak little English. At her son's request we started up one of the opera selections. The little woman started and commenced to hark up towards the door. Her son brought her back, reassured her, and at our request we put on a 'talking' record. That was too much for mother. Shrieking 'No, no, no! no! no! de devil! it's de devil!' she broke for the door, and the last we saw of her she was going down the street at a lively clip, with her stalwart son in pursuit."

In the basement of the Lyons retail store at 22 Fifth avenue is probably the largest stock of old gram records in the United States. G. Treesh, the competent manager of the store, says that there is still quite a demand for them. A branch store has recently been opened at 1203 Milwaukee avenue, in charge of Werner Strege, and a nice business is being done. All makes of machines and records are carried at both stores.

A REMARKABLE SHIPMENT.

The foreign department of the Edison Phonograph Co. made one shipment recently to Australia by the steamship Victoria, sailing from New York, of 350 tons of Edison phonographs and records, which was made up in two thousand cases. This is unquestionably the biggest shipment on record.

HOW HE KEEPS HIS CUSTOMERS.

(Special to The Talking Machine World.)
Lancaster, Wis., Nov. 10, 1905.

Roberts & Groener, well-known dealers of this city, have made arrangements whereby they are enabled to receive one of each of the new records published by the various manufacturers every month, to be kept here twenty-four hours. When the records arrive each month a notification will be sent to each owner of a machine in the city, and they will be asked to come to the music store

at a stated hour, and all of the records will be put on the machine. The machine owner will then be able to select pieces and give their orders after having heard the pieces played. Last week the first consignment under this arrangement was received, and the local machine owners made quite a number of purchases from the selection of new pieces.

BUSY TIMES IN THE "HUB."

Winchell Succeeds Ormsby as President of Boston Musical Instrument Co.—Siegel's Go's Store—New Edison Models Liked—Business Brisk With Ditson.

(Special to The Talking Machine World.)
Boston, Mass., Nov. 7, 1905.

An important change has been made in the management of the Boston Musical Instrument House, J. H. Ormsby, president of the company, retiring, and F. E. Winchell chosen in his place. Mr. Winchell has for some time been manager of the Boston store of the Columbia Phonograph Co., and brings to his new position great executive ability, combined with long experience and extensive acquaintance and popularity.

Mr. Winchell will make several changes in the conduct of the business; He does not believe in such a scattering of resources as has been done, such as having small departments for post cards, jewelry, etc., but will make his concern more of a musical house, such as was originally intended. In this connection he has secured the agency for the Regina Instruments, and has also placed a large order for American records.

The employees at the Columbia Phonograph Co. gave to Mr. Winchell a complimentary banquet, and presented him with a magnificent solid silver loving cup, the very best that could be bought. He leaves behind him there a host of friends. John H. Magner, who was Mr. Winchell's assistant, made the presentation speech.

Mr. McArdle, representing the American Record Co. was in town this week.

R. D. McCallum, formerly manager of the talking machine department at the Fourteenth Street Store in New York, has come here to manage the very successful department in the new store of Henry Siegel Co. He says that he finds it the handsomest department he has ever seen, and is greatly pleased with it. He is looking forward to a rousing Christmas trade. The Siegel Co. carry the Edison and the Victor instruments, "the two best makes in the country," says Mr. McCallum.

Business has greatly improved at the Eastern Talking Machine Co. since the remodeling of the store. It is one of the most attractive stores on the street. The new models of the Edison machines are meeting with much favor here, and the new records have created a line of "steady" customers.

Victor business at Oliver Ditson's continues to increase with leaps and bounds. Manager Bobzin took advantage of the presence of Savage's Grand Opera company in Boston to make a big advertising display on the Grand Opera concert records. The result was more than gratifying.

Business continues to improve, and the winter season will be a boomer.

The Hawthorne & Sheble Manufacturing Co. report phenomenal sales of all their products. They are running their factory overtime, and are still unable to keep up with the increased demand. Their No. 5 horn crane has met with such large sales that they are about to place another variety on the market, namely, No. 7. This horn crane will be exactly the same as No. 5, except as to finish; the No. 7 being finished in copper, with a high polish. This finish will insure against the crane rusting, and presents a far handsomer appearance than the No. 5. The list price of the No. 7 horn crane will be \$3, and liberal discounts will be allowed the trade.

LIVELY NOW!

Requests for good advertising copy should come in lively now.
Only one retailer in a city can get my service—it's guaranteed good, or your money back.
Write me at once—today.

R. E. GRANDFIELD, Fall River, Mass.

TRADE MARK
Thomas A. Edison.

"SANTA CLAUS' FAVORITE GIFT"

If you want the children to remember you gratefully for years to come, give them a Phonograph. They will forsake all other Christmas presents for that. They will never tire of it, because it has always something new to offer. It is full of fun and music and pleases everybody, big or little. An

IMPROVED EDISON PHONOGRAPH

talks, plays and sings. It makes home happy because it provides a greater variety of clean fun and vocal and instrumental music than any other automatic entertainer. Many Edison Gold Moulded Records especially adapted to children. Hear it free of charge at your dealer's. It speaks for itself.

NATIONAL PHONOGRAPH COMPANY
75 Lakeside Avenue, Orange, N. J.

Dealers, with stores, wanted in every town not yet covered

Are You Ready

FOR THE BIG

Holiday Business

IN

EDISON PHONOGRAPHS

THE dealer in Edison Phonographs and Gold Moulded Records who meets the big Holiday demand with a comprehensive and full stock is the one who will reap the greatest harvest. Nothing appeals to or impresses a customer more than a complete line both of machines and records, from which he or she can make unstinted selections. It adds materially to the volume of sales because it offers a greater opportunity for

One of a Series of Ads Running Now in
The Leading Newspapers.

pleasing and interesting the buyer. We want to impress upon you *now* the necessity of increasing your stock amply so that you can meet the certain unprecedented demand

With A Full Line of Edison Goods

This demand has been growing steadily and our factory has been running to its fullest capacity to fill the increased orders. At no time has the advertising of Edison Phonographs and Gold Moulded Records been heavier or stronger than now. The above advertisement is one of a series now running in the leading newspapers; full page advertisements are also appearing in all big magazines. The campaign is educating the public to the high quality of Edison goods—it is showing a great increase in sales, and means a great big Christmas business. Look over your stock to-day and get ready.

National Phonograph Co., 59 Lakeside Avenue, ORANGE, N. J.
31 Union Square, NEW YORK. 304 Wabash Avenue, CHICAGO.

See last cover page for full list of Edison Jobbers.

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., Oct. 9, 1905.

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

OCTOBER 3.

Berlin, 51 pkgs., \$1,038; Bombay, 47 pkgs., \$1,010; Bristol, 20 pkgs., \$908; Cailao, 7 pkgs., \$329; Calcutta, 3 pkgs., \$145; Copenhagen, 21 pkgs., \$515; Glasgow, 115 pkgs., \$2,628; Havana, 5 pkgs., \$172; 49 pkgs., \$1,464; Havre, 10 pkgs., \$288; Iquiqui, 61 pkgs., \$2,431; La Guayra, 13 pkgs., \$290; Limon, 5 pkgs., \$244; Liverpool, 75 pkgs., \$390; London, 1 pkg., \$112; 1,005 pkgs., \$16,555; 25 pkgs., \$1,425; Manchester, 75 pkgs., \$390; Milan, 164 pkgs., \$3,484; St. Petersburg, 90 pkgs., \$1,227; Valparaiso, 53 pkgs., \$2,382; Vera Cruz, 12 pkgs., \$315.

OCTOBER 16.

Alexandria, 8 pkgs., \$264; Amapala, 7 pkgs., \$171; Bahia, 18 pkgs., \$632; Bolivia, 6 pkgs., \$390; Belairt, 25 pkgs., \$184; Berlin, 155 pkgs., \$5,869; Calcutta, 25 pkgs., \$511; Cape Town, 26 pkgs., \$810; Glasgow, 29 pkgs., \$736; Guayaquil, 5 pkgs., \$126; 3 pkgs., \$113; 6 pkgs., \$196; Hamburgs, 2 pkgs., \$125; 9 pkgs., \$231; Havana, 40 pkgs., \$1,722; 22 pkgs., \$895; Havre, 30 pkgs., \$1,100; Holart, 9 pkgs., \$139; Leeds, 25 pkgs., \$206; Liverpool, 34 pkgs., \$481; 56 pkgs., \$52; London, 886 pkgs., \$13,722; Manila, 7 pkgs., \$385; Matanzas, 15 pkgs., \$247; Manchester, 89 pkgs., \$770; Melbourne 4 pkgs., \$140; Milan, 37 pkgs., \$946; Port Alegre, 3 pkgs., \$228; Santiago, 18 pkgs., \$454; St. Petersburg, 66 pkgs., \$2,952; Savanilla, 6 pkgs., \$129; Sheffield, 9 pkgs., \$143; 25 pkgs., \$206; Singapore, 7 pkgs., \$123; Sydney, 494 pkgs., \$12,126; Vera Cruz, 10 pkgs., \$457; Vienna, 8 pkgs., \$356; Wellington, 17 pkgs., \$534.

OCTOBER 23.

Berlin, 11 pkgs., \$2,079; Bristol, 8 pkgs., \$114; Bombay, 70 pkgs., \$1,369; Brussels, 28 pkgs.,

\$275; Buenos Ayres, 70 pkgs., \$5,266; 21 pkgs., \$628; Cape Town, 5 pkgs., \$269; Copenhagen, 31 pkgs., \$504; Glasgow, 62 pkgs., \$1,025; Havana, 18 packages, \$453; 36 pkgs., \$1,330; Havre, 12 pkgs., \$1,026; Hul., 7 pkgs., \$110; La Guayra, 5 pkgs., \$129; Limon, 4 pkgs., \$167; Liverpool, 54 pkgs., \$436; London, 128 pkgs., \$3,048; 22 pkgs., \$256; 1,988 pkgs., \$23,943; Melbourne, 2,081 pkgs., \$42,742; Montevideo, 11 pkgs., \$325; Neuquitas, 2 pkgs., \$111; Santo Domingo, 9 pkgs., \$145; Shanghai, 59 pkgs., \$2,784; St. John, 2 pkgs., \$105; Sydney, 9 pkgs., \$443; St. Petersburg, 25 pkgs., \$599; Vienna, 22 pkgs., \$744.

OCTOBER 30.

Berlin, 9 pkgs., \$635; 217 pkgs., \$8,418; Bombay, 20 pkgs., \$674; Dublin, 100 pkgs., \$799; Glasgow, 106 pkgs., \$2,815; Hamburg, 21 pkgs., \$344; Havana, 20 pkgs., \$993; 28 pkgs., \$2,102; Havre, 20 pkgs., \$617; Leeds, 109 pkgs., \$520; Liverpool, 18 pkgs., \$233; 2 pkgs., \$100; London, 24 pkgs., \$1,912; 921 pkgs., \$15,342; 61 pkgs., \$7,300; Maracabo, 5 pkgs., \$277; Piraeus, 8 pkgs., \$200; Progresso, 4 pkgs., \$179; Rio De Janeiro, 18 pkgs., \$1,291; Santiago, 18 pkgs., \$229; Southampton, 80 pkgs., \$360; St. John, 11 pkgs., \$136; Soerabaya, 6 pkgs., \$594; Valparaiso, 4 pkgs., \$129; 58 pkgs., \$2,634; Vera Cruz, 7 pkgs., \$252; Vienna, 20 pkgs., \$960.

NOVEMBER 6.

Berlin, 294 pkgs., \$4,903; Bombay, 15 pkgs., \$198; Buenos Ayres, 28 pkgs., \$665; 198 pkgs., \$10,628; 64 pkgs., \$2,802; Glasgow, 126 pkgs., \$4,990; Guayaquil, 22 pkgs., \$435; Havana, 15 pkgs., \$635; 24 pkgs., \$1,549; Havre, 17 pkgs., \$1,200; La Guayra, 7 pkgs., \$102; Leeds, 25 pkgs., \$206; London, 14 pkgs., \$219; Liverpool, 123 pkgs., \$941; London, 1,591 pkgs., \$26,145; Manchester, 264 pkgs., \$1,680; Melbourne, 279 pkgs., \$5,263; Montevideo, 27 pkgs., \$927; 15 pkgs., \$510; Para, 6 pkgs., \$116; Sheffield, 89 pkgs., \$971; St. Petersburg, 63 pkgs., \$3,404; Valparaiso, 33 pkgs., \$777; Vera Cruz, 35 pkgs., \$430; Vienna, 23 pkgs., \$1,052; Wellington, 25 pkgs., \$700.

The Chamber of Commerce, of Milan, are inviting manufacturers to participate in an international exposition to be held in that city in 1906.

USED COMMERCIAL GRAPHOPHONE.

The Merchants and Manufacturers' Association's Special Train Equipped With This Instrument—Manager Bender's Enterprise Appreciated by All Who Participated.

(Special to The Talking Machine World.)

Pittsburg, Pa., Nov. 9, 1905.

The magnificent special train consisting of twelve solid vestibuled Pullman cars, which took the Merchants' and Manufacturers' Association of this city over a 1,500-mile trade-booming excursion during the week ending September 28, was equipped with Columbia Commercial graphophones and under the supervision of Manager J. W. Binder, of the Pittsburg Commercial office. An expert stenographer was provided by the Columbia Co. and the trade boomers, among whom were representatives of some of the largest mercantile and manufacturing concerns of Pittsburg, dictated their letters, orders and memoranda direct to the graphophone and had them transcribed while the train was in motion; in fact, business was carried on as in a regular office.

That this convenience was appreciated was evidenced by the fact that a testimonial was drawn up and presented to the representative of the Commercial graphophone thanking him for the excellent and efficient service provided.

GERMAN EMPEROR THANKS MR. EDISON.

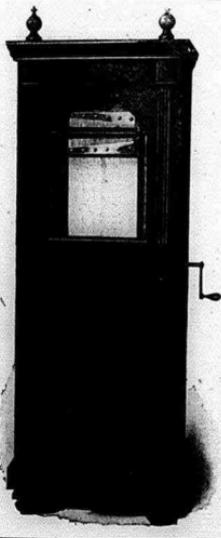
The Emperor of Germany, through his Ambassador at Washington, has written Thomas A. Edison a very warm letter of appreciation, thanking him for his gift of a specially finished phonograph, which he sent the German Emperor in commemoration of his birthday.

OPENS BRANCH IN GLOVERSVILLE.

The American Phonograph Co., Gloversville, N. Y., have recently opened a new jobbing branch at 34 Church street, Burlington, Vt., carrying an immense stock of all the different types of Edison phonographs and records, as well as the many styles of horns and supplies.

TAMMANY CONCERT GRAND

A WIRELESS PIANO



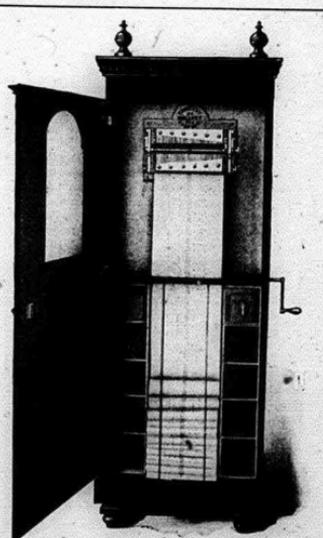
COIN operated or adapted for the production of music for all purposes.

Operated by spring weight or electricity. A large and powerful instrument of marvelous simplicity and low cost.

SEND FOR CIRCULARS
Etc.

TAMMANY ORGANET
COMPANY

STAMFORD, CONN., U. S. A.



How you can increase your income.

Dealers who are alive to their opportunities and make the most of them, know that it puts dollars in their pockets to follow up the *Victor* magazine advertising.

We spend thousands of dollars every month to tell the good points of the *Victor* and give a list of the latest *Victor* Records.

The magazines publishing this news reach more than 46,000,000 people every month and a good many of them are right in your vicinity.

We create the demand for

Victor Talking Machines and Records

and every bit of it is supplied through local dealers.

Do the folks in your city know your store is the place to get *Victor* goods? Why not tell them?

Attractive window displays are, of course, a great help—but don't stop there. Follow them up with liberal-sized advertisements in your local papers and see how much more trade comes your way.

No business responds so well to newspaper advertising. Try it and see.

Victor Talking Machine Company,

Camden, N. J.



PITTSBURG'S BUDGET OF NEWS.

Holiday Prospects Good—New Edisons Liked—Henry is Enthusiastic—Olmhausen's Interesting View—Kiebler's Display—Manager McMurry's—Columbia Co. in Allegheny—Talking Machine in Virginia Mountains.

(Special to The Talking Machine World.)

Pittsburg, Pa., Nov. 9, 1905.

The month just closed has been an unusually busy one in Pittsburg talking machine circles. Dealers have been looking over their shelves and replenishing their stock preparatory to the rush which is sure to come about the holidays. Factory orders which have been placed are unusually heavy and in almost every case rush deliveries have been specified. This has not been based on sentiment but has been due to the fact that orders which have been sent in during the past few months to talking machine manufacturers have been late in delivery. In almost every instance where kinks have been registered by the local dealers, they have been told by the manufacturers that their factories have been working to their fullest capacity, but are entirely unable to supply the demand.

The indications for a great holiday business are all favorable. Talking machines are becoming more appreciated by people of culture. Dealers report that the sales of machines costing from \$50 to \$100 and upward are increasing all out of proportion to the regular increase of business. This is an encouraging sign. The talking

machine in its earlier stage was regarded as more or less of a toy and people of culture and refinement refused to buy them. As the machine became more and more perfect in its mechanism and its reproduction, these objections have been swept aside and as a result we see among the buyers who throng the talking machine stores of this city and vicinity some of the best and most cultured people of the city. Some of this business has undoubtedly been secured at the expense of our friends in the piano trade, but much of it comes from people whose musical wants have hitherto been satisfactorily filled or else their field of musical enjoyment has been materially widened.

Manager Wagener of the Pittsburg Phonograph Co., is especially pleased with the new Edison machines in their handsome red and quartered oak cabinets. He reports his wholesale business on Edison and Victor goods especially and looks forward to a very prosperous holiday season.

W. E. Henry, of the firm of Powers & Henry, of the talking machine company, is apparently very much pleased with the results of his second month's venture in business. When asked by the representative of The Talking Machine World what could be said for him he replied with a smile: "You can say that we've got the other fellows skinned a mite." Since Mr. Henry was the former manager of the Columbia Phonograph Co., whose office is two doors away from his store, the appropriateness of this remark can readily be seen. From the appearance of the

store of Powers & Henry, they are doing a good business. Their display of Edison and Victor machines and records is certainly a most creditable one.

E. F. Olmhausen, manager of the talking machine department of the C. C. Mello Co., Ltd., is an enthusiastic believer in the policy of doing business conscientiously. "It seems to me," said he, "that the crying need of the talking machine business today so far as it touches the retail trade, is for plain, common honesty. I believe in the policy which will inspire your customer with confidence, so that he will come back and buy again." The Mello people are contemplating enlarging their talking machine department and look forward to a very fine holiday trade.

Alfred Klmpel, who has charge of the talking machine department in the large department store of Kaufmann Bros., has one of the most completely equipped departments in the city. He handles Edison, Victor and Columbia goods as well as a few Zonophone machines and records. His display of these machines is most artistic and any one visiting the fourth floor of this big store cannot help but admire the taste with which the display has been arranged.

Theo. F. Berget, of the Theo. F. Bente Co., was not at his place of business when the reporter called. He was taking a short vacation at Cambridge Springs. Mr. Bente is one of the hardest workers in the talking machine trade, and he is wise in recuperating his energies before the holiday rush comes on.

The talking machine department in the store of H. Kiebler & Bros., in charge of T. F. Booth, is making a fine display of Edison, Victor and Columbia machines. The latter are a recent addition and are represented by the BC and BD types of machines. The display of talking machines shown in this store is one of the finest in the city. This from an artistic standpoint and from the standpoint of quantity as well. It seems to be the policy of the Kiebler store to keep in stock enough of each kind of machine so as to make a creditable representation of the line. This, it seems to us, the keynote of their success.

Miss Kate Milligan, manager of the Rosenbaum Co.'s talking machine department, when asked about the Christmas business, smiled and said she expected it to be the best ever. The department is now being shaped up so as to accommodate the increased stock which it will be necessary to carry for the holiday trade.

H. P. Keeley, the East End talking machine man, states that his business was never better. Mr. Keeley has just sold his fiftieth BC Columbia machine. His representation of Edison and Victor goods is a very fine one indeed. Mr. Keeley's problem is to get enough room to display all the stock he ought to carry. He has in contemplation the opening of a much larger and better equipped store in the very near future, and his clientele is such as will afford him a cordial support in this move.

Manager McMurry, of the Columbia store here, has just opened a new branch of his store at 12 Federal street, Allegheny. This store has been fitted up and has been placed in charge of R. C. Traster, who formerly handled the instalment accounts in the Pittsburg office. A very creditable display of Columbia machines is made, including, of course, the latest machines. Manager McMurry states that this is only one of the numerous branch stores which he proposes to open in Pittsburg and vicinity in the very near future.

E. A. McMurry, manager of the Pittsburg offices of the Columbia Phonograph Co., returned recently from a very pleasant trip to New York and Bridgeport, Conn. While at New York as the guest of the Columbia Phonograph Co. General, he enjoyed a very pleasant automobile trip between New York and Bridgeport in the auto of President Easton. Record-breaking time was made between the two cities, and altogether the trip was most enjoyable. Mr. McMurry returned to Pittsburg full of new ideas and enthusiasm for the talking machine, which will doubtless result in a much increased business for the company.

A 200% Increase in Business

WHOLESALE, EXPORT, RETAIL.



PHOTO STUDIO
840 MARKET STREET
805 KERNY STREET
605 K ST. SACRAMENTO

TELEPHONE
MAIN 5464

OFFICE AND BUSINESS
700-788 MISSION ST.

SAN FRANCISCO Oct. 6th, 1905.

PROJECTING MACHINES
FILMS
SLIP PIANOS
PIANINOS
PIAN-ORCHESTRA
MINIATURE RAILWAYS
MERRY-GO-ROUNDS

ALL KEYS BY
COIN-CONTROLLED
MACHINES

Gentlemen:-

International Cor. Schools,
Scranton, Pa.

Replying to yours of the 29th ult. will say that we find that our business in your product has increased at least 200% this year over last, with every indication of still increasing.

I thank you for your generosity in furnishing us with the literature which we will spread broadcast over our territory, and also thank you for your very kind and prompt attention to us generally.

The goods are first class and are a recommendation in themselves and every time we make a sale it leads to another one.

You can rest assured of our co-operation to the fullest extent.

Dot.P.D

Yours very truly,

Increase Your Business

"Double Service"—foreign repeating Phonographs as language feature of the as a business product. Send that much for demonstrating outfit, pamphlets, advertising literature, etc. Send it now.

language study by the L.C.S. System with Edison repeating Phonographs as well as amusement. Dealers that have handled the phonograph business are unanimous in rating it high as a business product. It will cost you 50 cents to see what it will do for your business. Send that much for demonstrating outfit, pamphlets, advertising literature, etc. Send it now.

International Correspondence Schools
Box 918 Scranton, Pa.

Manager J. W. Binder, of the commercial department of the Pittsburgh office spent four days recently in Chicago on a business trip for the Commercial Graphophone.

General Superintendent of Transportation Charles Watts, of the Pennsylvania lines, and a party of friends have a camp in the mountains of Virginia, near Carson. They usually spend two weeks there in search of pleasure and health. They left Pittsburgh on Monday a week ago for this trip. An innovation was made, however, in that with their rods, guns and other camp paraphernalia they included a Columbia graphophone, type BD, together with 100 records. Four days after the arrival of the camping party a letter was received from Mr. Watts in which he ordered twenty-five additional records, stating that the graphophone had proved itself to be the chief source of entertainment. Among the records ordered in the second lot were a number of sacred selections, which were to be used at a church service on the following Sunday evening. That another field has been opened for the introduction of the graphophone.

CONFERENCE ON COPYRIGHT.

Many Distinguished Representatives of Varied Interests in Attendance for the Purpose of Formulating a New Copyright Bill.

The second conference on copyright, held under the auspices of the Librarian of Congress, closed its sessions Saturday, Nov. 4, in the rooms of the City Club, New York. Nearly 50 representatives of different bodies immediately concerned in the enactment of a law dealing more intelligently with modern conditions were present at the meetings commencing on the 1st. R. L. Thoma, with the Victor Talking Machine Co., Camden, N. J., represented the trade on special invitation.

The Government officials participating were: Herbert Putnam (chairman), Librarian of Congress; Thorwald Solberg (secretary), Register of Copyrights; Charles P. Montgomery, Treasury Department; C. Hughes, Solicitor General's office.

The labor of formulating a copyright bill was conceded to be greater than was anticipated, for the question is being gone over in an exhaustive manner, which will eventually result in a measure dealing with every phase of this very important matter. The tentative bill under discussion was subjected to many changes, and none of more interest to the trade than the portion in which perforated music rolls, talking machine records and mechanical reproductions in general were treated. Another bill will now be drawn and printed, to be submitted to the third conference, which will assemble at Washington, D. C., in the Congressional Library on a date in December.

ber yet to be designated. This will be the final meeting, when the measure will be indorsed in its entirety, and then introduced in both the Senate and House of Representatives early in January.

G. W. Furness, delegate from the Music Publishers' Association, said to The Talking Machine World regarding the conference: "Of course, I cannot say what has or will be done, but the conferees are very much engrossed in this very important question of true protection under the copyright law. What pleased the music publishers particularly was the presence of Mr. Thoma, with the Victor Talking Machine Co. They intended covering the reproduction of copyright music by either talking machines, piano players or any mechanical instrument unless the royalty is paid. Naturally, these devices originate music and arrangements of their own, and these are entitled to copyright protection. The same is true of perforated roll music. It is a complicated question, but no opposition has developed from either the phonographic or mechanical player manufacturers. On the contrary, they have expressed themselves prepared to pay a royalty on copyright music as a matter of justice under the new law."

Concerning the work accomplished at the conference, Hon. Herbert Putnam, Librarian of Congress, said to The World, on adjournment: "As yet we are in no position to furnish any information for the public regarding the copyright measure now preparing. We have made staticatory progress, indeed, considering the questions and complications inseparably connected with such a bill, therefore it would be neither wise nor expedient to reveal its nature until it has taken form, as the Government might deem it advisable to withdraw under certain contingencies. There is no desire to withhold anything whatever, excepting until the proper time when due publicity will be given."

The copyright office, in reference to the proceedings, gave this official notification, previous to the meetings: "The stenographic report, in full is in the hands of the Copyright Office for its information. It is not at this time deemed necessary to print this verbatim. It is, however, proposed to extract from the full report and print in a systematic arrangement, for the convenience of both the Copyright Office and the associations represented at the conference, the different proposals submitted and the material considerations presented under the various points discussed." The matter thus used was printed and distributed to the associations represented and the delegates present at the first conference in advance of the second meetings.

Record manufacturers have discussed the proposed bill from the standpoint of its effect on their business. Should the law be enacted and the reproduction of copyright music be prohibited, except by compliance with its provisions, present methods will doubtless be subjected to some radical changes.

THE BASHFUL BACHELOR.

And still another use for the talking machine. This time it served as a medium through which a bashful bachelor proposed marriage to the lady of his choice. He was middle-aged and the very thought of having to make a personal offer of marriage was sufficient to give him nightmare, says the Detroit Tribune. To propose by letter, he looked upon as rather a cowardly shirking of an obvious duty. At last a happy solution occurred to him. Purchasing a talking machine and a number of cylinders, he sent them anonymously to the lady of his choice, who was delighted with such an acceptable present. She excitedly proceeded to try the records, and her confusion may be imagined when she heard a voice she knew well declaring undying love for her and begging her to be his wife. What could a poor maiden do under these conditions but answer "yes" to such pleadings? And less than two months ago the story of this strange wooing was told by the bridegroom himself at the wedding reception.

David Keen, of the Keen Talking Machine Co., Philadelphia, was in New York last week.

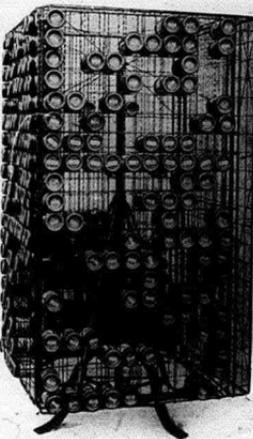
"Space-saving and time-saving are two of the world's great problems."

THE MONARCH

(Space-Saving and Time-Saving)

REVOLVING WIRE RACK FOR CYLINDER RECORDS.

The "Mulum in parvo" of the phonographic world. . . . Holds 1,000 Records in a space 33 inches square and places every one of the thousand so that you may reach them without moving.



• Price \$30.00 net.

Absolutely the most up-to-date device for the racking of Cylinder Records yet devised for the dealer who has no wall space to give to our other forms of Record Racks.

An instantaneous hit with the jobbing and retail trade.

Durable and Compact—Convenient and Attractive—Saves Space and Time—Attracts Attention and Makes Sales. Ball Bearings—Easily Turned.

Send for circulars of this and other styles of Wire Record Racks. Made for both Cylinder and Disc Records. No supply store is complete without these convenient stock-keepers.

Special prices to jobbers.

Syracuse Wire Works

Syracuse, N. Y.

NOTICE TO THE TRADE

Something new in Diaphragms—The Lyric—monarch of all. Positively no Blasting. It has volume, is easy smooth, has a more reserved, distinct and natural tone. They are made very durable and uniform, all complete with cross-ribs attached ready to put into your reproducers, which save you all labor, trouble and expense. The Lyric will help you to sell Records and Machines. Thousands have been sold in this market and gained the praise they deserve. We want you to hear it, knowing that you will be pleased with it. Terms upon application or sample by mail 20 cents.

LYRIC MANUFACTURING CO.
118 & 120 Market St. NEWARK, N. J.

A Round Note AND A Flat One

Do you know the difference between them? The Lewis Phono-Consorator will show you. Try one on your phonograph and astonish yourself!

THE PHONO-CONSORATOR
Regulates the sound and produces clear, fine music—a "Chorus" of sweet sounds.
A fine Christmas gift—also fine Christmas music.
Descriptive Circular on Application

LEWIS MFG. CO., Sole Prop
Dept. 379 Sixth Ave., New York

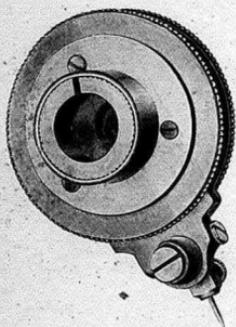
The H. & S. SOUND BOX

Marks a new departure in Sound Reproduction.

Constructed on entirely new principles.

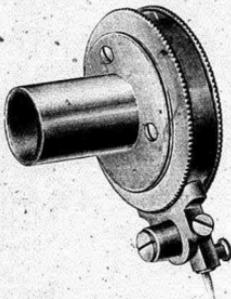
Gives a clear, brilliant, natural tone

You do not realize what is recorded on a Disc Record until you hear it reproduced with an H. & S. Sound Box.



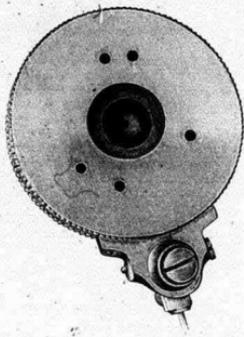
No. 100, H. & S. Sound Box.

For use on Victor Tapering Arm Machines. Price \$5.00.



No. 200, H. & S. Sound Box.

For use on old-style Disc Graphophones, old-style Zonophones, Talkophones, and all straightarm Machines. Price \$5.00.



No. 300, H. & S. Sound Box.

For use on Tapering Arm Zonophones. Price \$5.00.

Order H. & S. Sound Boxes by Number.

The H. & S. Sound Boxes are finely made throughout and handsomely finished. They are adjusted with laboratory exactness. No Disc Talking Machine is complete without it is equipped with an H. & S. Sound Box.

Hawthorne & Sheble Mfg. Co.

MASCHER AND OXFORD STS.

PHILADELPHIA, PA.

We manufacture everything in the nature of Talking Machine Supplies.

TIMELY TALKS ON TIMELY TOPICS.

October has been the best month in the history of the trade. The demand for machines and records by jobbers and dealers has been unprecedented, and in this respect business has been hampered by a shortage in the supply of stock. Manufacturers are again running behind on orders, notwithstanding every company have greatly enlarged their plants and multiplied their facilities. The manager of one concern, to give The World an idea of how their business ranked, said: "Our company's business for October is two and a half times greater than that during the same month last year. We are falling behind on meeting orders for records and also not caught up on machines. It has really been the greatest surprise, and the way November is going we will make another high record. But every manufacturer is in about the same fix, if that is a proper term to use. It has been evident for months that the new additions to the list of dealers have been many, while a great proportion of the established houses report an expansion of their business. This will be the banner year of the talking machine trade."

That old question, Does the talking machine injure or benefit the music publisher, is now being debated in our contemporary, the Talking Machine News, London, England, which says: "We have only to say that we have proved over and over again in these columns that so far from the wide-awake music publisher complaining of the record he regards it as distinctly advantaging him. * * * The sale of records stimulates the sale of music." As further proof of their contention, the sprightly News publishes the following from a correspondent in West Australia: "Musical publishers need not be afraid of the competition of the talker. I have seen pounds' worth of music purchased here in the desert through the phonograph. They would do better if they either paid the maker of records to, or stipulate that he should, place on the name slip the address where the song or piece may be obtained and the price, several hundred dollars some are unobtainable through lack of this." American publishers are now calmly awaiting the passage of the modernized copyright bill, referred to elsewhere in connection with conferences by interested bodies, at the coming session of Congress, to reap what they generally believe will be a harvest of royalties from record makers. Most, if not all, the publishers regard the talking machine as a great aid

in popularizing their music and materially assisting its sale. To be sure, their opinions on the present deprivation of royalties in connection with the reproduction of music on records are expressed in lurid language, but the advantages of this appropriation is seldom denied. Record manufacturers are actually importuned by publishers with this end in view, consequently the benefits assume a mutual aspect.

An exchange of records on the library plan is considered impracticable on account of the nature of the goods. A look or perforated music roll does not wear, nor is their "life" limited like either the cylinder or disc record. Generally speaking, people are not any too careful in handling records. Practically an exchange system, such as a dealer might inaugurate with his customer, has resulted in the accumulation of a lot of junk, worthless alike to the retailer or the owner of a machine. According to the best informed the plan has never been a success and never will, simply on account of the inherent nature of the records.

Our foreign talking machine friends marvel over the litigation constantly going on among American manufacturers. They believe lawsuits are not only a vexation of the spirit, but profit annihilators as well, therefore working agreements or compromises should always be in order for the good of the cause.

Jobbing houses of standing have equipped their traveling men with the advance records so in going their rounds the dealers will be saved the trouble of coming to headquarters in order to make their selections. The salesman makes his demonstration on the spot, much to the satisfaction of the buyer and under the most favorable circumstances. The order follows, and the judgment as to sellers must therefore be necessarily assumed by the dealer, consequently no "kicks" are coming to the jobber.

While the loudest and most brilliant records are the best sellers, the tendency is now particularly aimed toward securing the reproduction of softer and more mellow effects. Special attention is being given by record makers of high degree to detail in the development of tone quality and clear expression. The day of the lumpy, wheezy, "scratchtone" record belongs to the past, and

properly so. The so-called cheap record, often sold in connection with premium machines, works an injury to the trade by no means inconsiderable.

Sheet music is a profitable and consistent side line for dealers to handle. The reasons therefor are self-evident, and need no argument to prove their soundness from a strictly business point of view. The suggestion is of equal value to music publishers.

What are known as slot machine parlors have proven money makers to every one marking in these enterprises. For example, Marks & Andrews, among the first to recognize the possibilities of this business having a chain of places all over the country, have coined a fortune. Eight years ago Marks was classified as bookkeeper with the National Phonograph Co. at a modest salary, now he is rated worth \$200,000. If the management of these "parlors" is conducted with a modicum of originality and a fair degree of energy and cleverness, the cash returns cannot help but be extremely gratifying. At the same time, only a modest investment is required.

In the importation of composition master records a duty of \$2 per disc is exacted as an "un-enummerated article." Metal matrices (copper shells) are classified as manufacture of metals, and taxed 45 per cent. ad valorem. A manufacturer, commenting on this, said: "The customs people are a trifle up in the air regarding the commercial value of these goods, but in probing the matter, I was astonished to find how much they knew about the cost of raw material, compensation of 'talent' and other details generally supposed to be in the possession of trade practitioners only."

The optimistic and ubiquitous traveling man now reports the long-sought tape talking machine record an accomplished fact. The story is the record is made on the ordinary and familiar stock paper tape, and the rest is as easy as rolling off a log. This new and wonderful machine can be employed either for entertainment or business purposes, but what is needed is get. Experts declare a paper record valueless, useless and ridiculous, as a firmer substance, like celluloid, or something similar, is absolutely necessary.

Henry Oldys, of the United States Department of Agriculture, spoke recently on "The Music of Birds," and in the course of his remarks paid tribute, as many others have, to the value of the talking machine as a means of aiding him in his investigations. When Mr. Oldys started he supposed, as do most people, that all birds of a kind have but the one song. But he soon found that the field sparrow, for instance, has fifty to seventy-five; a song sparrow had twelve songs in fifteen minutes. "A hermit thrush sings with intervals as perfect as could be heard on a violin in the hands of a master," said Mr. Oldys, and he proved this by exquisitely whistled reproduction. He found among bird songs examples of repetition, modulation, antiphonal response in the meadow lark and song sparrow, chorus singing—among the starlings a light refrain after the theme by the hermit thrush, and ballad music by the wood pecker and the wood thrush. Sometimes the thrush did not end on the keynote, but on the second of the scale. One wood thrush sang in ballad form in G flat with phrase, answer, modulation to D flat minor, and back to the original phrase, ending on the keynote. "Now that is no chance combination of notes," said Mr. Oldys. "What letter musical form could you have?"

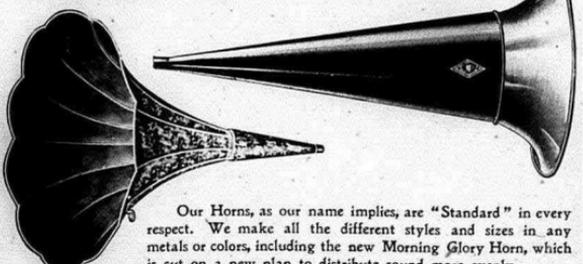
Up to September 15 last seventy-six patents have been allowed on talking machines, horns, rests, cranes and like devices, and twenty-two sound boxes are listed on the official inventors' list. Since then several more applicants have secured letters patent.

Export business has been rolling up a great record for the past few months. The only diff-

STANDARD METAL MFG. CO.

MANUFACTURERS OF

PHONOGRAPH HORNS AND SUPPLIES



Our Horns, as our name implies, are "Standard" in every respect. We make all the different styles and sizes in any metals or colors, including the new Morning Glory Horn, which is cut on a new plan to distribute sound more evenly.

FACTORY: Jefferson, Chestnut and Malvern Sts., NEWARK, N. J.
NEW YORK OFFICE AND SAMPLE ROOM: - 10 WARREN STREET

100,000 RECORDS ALWAYS IN STOCK

JOBBER

EDISONPHONOGRAPHS
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

VICTORTALKING MACHINES
RECORDS, ETC.GENERAL SUPPLIES
FOR
DISC MACHINES

Style 130.	Capacity 120 Records.
" 140.	" 100 "
" 150.	" 252 "

Perfection Cabinets

— FOR —

Cylinder and Disc Records.

60 STYLES and FINISHES of CYLINDER CABINETS

30 STYLES and FINISHES of DISC CABINETS

Our Cabinets are properly constructed of Seasoned Material—High Piano Polish.

Chiffoniers equipped with pegs and Music Cabinets constructed to hold discs have had their day.

Perfection Cabinets are constructed for the purpose intended and can be sold on installments—They last.

Equipped with Eureka Index Cards.

WE FIND IT DIFFICULT TO KEEP SAMPLE CABINETS IN STOCK
—ORDER NOW AND PROVIDE FOR YOUR HOLIDAY TRADE

Eureka Alphabetical Index

For the Cataloguing and Ready Location
of Cylinder Phonograph Records or
Disc Talking Machine Records.

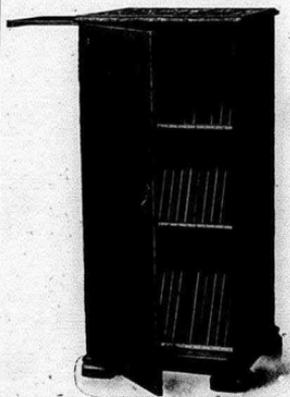
The ordinary Index Card furnished with Record Cabinets provides merely for a list of the Records contained in the Cabinet.

It is frequently necessary to search through the entire list to locate a desired Record.

The *Eureka Alphabetical Index* locates any catalogued Record immediately and insures its return to proper place in Cabinet.

Bound, Imitation Sheep, 35c. Black Leather, 50c.

Every owner of a Record Cabinet needs this index.



Style 230.	Capacity 225 Records.
" 200.	" 150 "
" 240.	" 300 "

culty encountered is a lack of goods to adequately meet the demand. With orders in hand, exporters are inclined to be warm under the neckband because of the shortage.

During the past month buyers have been in the principal markets East and West, from Maine to California, and from Canada to the Gulf. Their bills run to goodly amounts, and immediate shipments have been specified.

H. L. Hunt, manager of the musical merchandise department of C. H. Ditson & Co., New York, tells the following story, which he gleaned during his vacation spent in Kansas: "A rancher, sixty years of age, who lived near Otonowood, sixty miles from the prairie, was the proud possessor of a Victor talking machine for several years. About six weeks ago, upon his deathbed, he called his family around him and said:

"I am about to leave you, and I have only one request to make, except those that I have made in my will, and that is, that at my funeral you will have the hymns 'Nearer, My God, to Thee' and 'Jesus, Lover of My Soul,' rendered by my Victor talking machine."

"Needless to say that the old gentleman's request was complied with in every particular, and the novelty of the situation was not lost even upon the ranchers and their friends in far-off Kansas."

A six-inch record is the latest product of the National Phonograph Co., to be ready for the market in the near future; possibly not until after the first of the year. The company are conservative in all their methods, and make haste slowly in announcing any change of policy or output; but when the time is ripe for the article to their entire satisfaction, then the trade are informed. It is about like this with their six-inch record.

During the past month Sousa and his band, which recently returned from an extensive road trip, have been busily engaged making talking machine records. The principal soloists have also been employed for this purpose, particularly Walter Rogers, cornet soloist, who has a nice income from this kind of work; in fact, the number of musicians, both vocal and instrumental, are employed in the making of records is enormous, and vast sums of money are paid out for the purpose of securing the leaders in their line, especially those who have the qualifications essential for the making of satisfactory records.

When that intrepid Yorkshire (England) swimmer, T. W. Burgess, made his fourth attempt to

cross the English Channel recently he had as an interested spectator, S. H. Sheard, the popular representative of the Gramophone & Typewriters Ltd., of London, who had taken upon the tug to enliven the swimmer a "Monarch Senior" gramophone. Mr. Sheard said that during the latter portion of the trip the weather was "atrocious," and it was with the utmost difficulty that he could manipulate the machine, the boat rocked to such an extent, Mr. Burgess himself selected the records he said he would be pleased to hear, and his taste in musical matters is evidently of no mean order. The "Miserere" from "Il Trovatore," a "Drinking Song" sung by Caruso, and several operatic selections were given. During the most severe portion of his swim art was sacrificed, and selections from Arthur Roberts, Harry Lauder and others were given, much to Mr. Burgess' amusement.

Paul H. Cromelin, vice-president of the Columbia Phonograph Co., general New York, who returned from a fortnight's trip to the Bermudas recently, in speaking of his journey to The World, said:

"I had a delightful time, and in going away it was my intention not only to take a perfect rest, but also to get away from business cares and forget all about the graphophone. But it seemed impossible, for as soon as I landed on the Islands the first thing I heard was the reigning popular song, 'Everybody Works But Father,' being played by a graphophone. Then I threw both hands up. You can't get away from the graphophone, no matter in what part of the globe you may be. Reduction of prices on ten-inch records? Nothing of the kind contemplated. We have the greatest difficulty in keeping up with orders now, and why should prices be lowered? The trade is always informed in due time whenever a change of any kind, in which the trade are interested, has been decided upon by the Columbia Co."

"Phonograph Row" on Chambers street, New York, has sent forth the edict that "Yo Oldie Tavern," on Duane street, is a suitable place for trade headquarters in the social line to out-of-town visitors as well as local callers. "Come seven, come eleven," is barred, excepting when Jordan, the Brooklyn record cabinet manufacturer, is on hand—then the list is lifted.

Acan rumors are flying that on the first of the year one of the leading record companies intend revising their price list on discs. The tip has gone forth to this effect, and the wise ones are acting accordingly.

A POPULAR NEW ENGLANDER.

We take pleasure in presenting herewith a counterfeited presentation of Mr. E. F. Taft, well and favorably known in the talking machine trade, and who was one of the first to introduce the talking machine in the New England States. For nearly twelve years he has watched this industry grow from the days when to introduce the goods it was necessary to place consignment accounts with dealers in different cities until now when the different factories are practically unable to meet the fast increasing demand for their goods. Mr. Taft has always been imbued with progressive and aggressive ideas, and has been a firm believer in the installment business



MR. E. F. TAFT.

and the first to sell talking machines on the easy payment plan in New England.

It was in 1893 that Mr. Taft became associated with the J. A. Foster Co., of Providence, R. I., who a year later contracted with the Columbia Phonograph Co. for the exclusive sale of their line in the States of Rhode Island and Connecticut. This company were the first jobbers of Edison phonographs and records, established by the National Phonograph Co. in New England.

In 1895 he severed his connection with the Foster Co. to take charge of Murray, Blanchard, Young & Co.'s Boston branch, then a large distributor of Edison goods. He left their employ early in 1900 to accept a position with the National Phonograph Co. as their New York City salesman, afterward traveling for them in the New England States.

In January, 1902, he left the employ of the Edison factory to take charge of the Eastern Talking Machine Co., of Boston, of which concern he is now a large stockholder and secretary and general manager. Under his skillful management the business of this company has more than tripled.

VICTOR TRADE ANNOUNCEMENT.

The sales department of the Victor Talking Machine Co., Camden, N. J., under date of October 25, sent the following cautionary notice to the trade:

"On the 17th inst. our business passed the grand total of sales of any entire October in our history. Indications are that we shall be swamped with orders the remainder of the year—we have arranged for an increased output, but fear we have underestimated the demand—you could assist us very materially, if you choose, by placing order for future shipment now, or volunteering an estimate of your requirements during November and December. We hope that you are among the fortunate ones enjoying the unprecedented Victor prosperity."

"THE WHITE BLACKMAN"

WILL TREAT YOU RIGHT.

Give me a chance to show you the prompt and careful attention I give Edison and Victor orders. You lose the profit and perhaps the customer if you can't get goods quickly. I keep getting new customers and hold the old ones. You will know the reason if you send a few trial orders.

"IF BLACKMAN GETS THE ORDER, YOU GET THE GOODS."

AN **Edison** Jobber

A **Victor** Distributor

Blackman Flower Horns

Write for Prices on the Improved

And Note the Points of Strength.

Our new POINTED BELL FLOWER HORNS are reinforced with 4 thicknesses of metal at the POINTED RIBS, so there is no danger of damage to the edge of the bell. All horns have BAKED ENAMEL FINISH, QUALITY FINISH and WORKMANSHIP SUPERIOR to any other FLOWER HORN.

We are quoting special prices. Write us now.

MORNING GLORY.

GOLD STRIPE.

GET ONE OF OUR NEW DEALERS' PRICE LISTS. We are quoting very low prices and every dealer in the U. S. can save money on Supplies by buying from our Price List. Retail, Wholesale and Special Quantity Prices are quoted. Write now.

Blackman Talking Machine Co., J. NEWCOMB BLACKMAN, Prop.
"The White Blackman,"
97 Chambers St., New York

"Dealers who Get The Goods Blame It on The Big (White) Blackman."

TALKING MACHINE AS TEACHER.

Its Importance from the Standpoint of the Music Teacher-Defined.

The most obvious way is by reproducing the voices of singers of reputation—singers who may be regarded as models. An Andrew Black, a Ben Davies, a Kirkby Linn cannot be heard every day. Students who are tied to country places may never be able to hear them at all. But the possessor of a talking machine and the proper "record" may enjoy, appreciate or criticize a wonderfully accurate phonograph of either singer's voice at any time. It may be too much to say that a voice is reproduced in all its beauty. Professor McKendrick, when lecturing to the I. S. M. at Glasgow University, pointed out that the material composing the talking machine recorder and "reproducer" had tendencies of its own which no doubt modified the pure effects of the vocal sounds. But there is quite enough of a singer's voice registered to serve purposes both of pleasure and art. When we hear a singer in a concert room there is after all but a brief opportunity for studying his style and method—even with encores thrown in. Let us possess that singer's "record," however, and we can have him at our leisure for as long or as short a time as we may desire. We can note his reading of a song, his crescendos and diminuendos, his variations in speed, the quality of his voice, and the manner in which high and low notes are produced, the pronunciation of vowels and consonants, and other points of importance. Sometimes we may learn what to avoid. For instance, the melodramatic emphasis of a certain eminent "record" in "Abidea witha me" and the peculiar guttural "t" of another. Example is better than precept; a talking machine may sometimes save a teacher's tired throat, and much tedious verbal instruction.

There is another way in which the machine may aid a teacher.

"O wad, some power the giftie gie us,
To see oursels as others see us."

sings the poet. Is anything more difficult? All of us cherish such fond illusions concerning our personal qualities. We may even be too modest about them. Let the teacher sing into his talking machine, and then listen to the result—preferably at a future time. He may feel surprised. Dispassionately he will be able to regard himself from the outside—as others see him, or hear him, rather. All his own perfections and imperfections he will be in a position to set in a notebook, can, and learn by rote. And all the while his conscience will not permit him to deny the identity of what he hears with the tones and accents of his own voice. This is no slight service. So distinguished a man as Saint Saens admits that by means of the phonograph he made the discovery that he was in the habit of playing incorrectly a passage in his Valse Canariote. In consequence he advises musicians to make use of it.

If the talking machine reveals the teacher to himself, it is obvious it may be used in a similar manner for the pupil's benefit. Professor McKendrick showed by means of magnified photographs of air-wave forms how accurately vowel sounds are recorded. "Pure vowels are often a difficulty with pupils. Custom has so dulled their senses to their own deficiencies. A student listening to his own voice as if it were the voice of some one else can hardly fail to perceive its defects when the teacher draws attention to them. Similarly other errors may be pointed out, and thus language and argument (to which some pupils are prone) may be avoided.

Further, the gradual progress of a pupil from his first feeble efforts to his final state of perfection may be recorded with precision, for the pupil's own gratification and for the encouragement of his successors in their moments of despondency. One word more: There are talking machine and talking machines. Only the best makes and finest "records" are here written of.

E. S. Dayton, formerly of Douglas Co., New York City, has accepted a position with the Edison Co., of Newark, N. J.

GRAPHOPHONE PLANT ENLARGED.

The American Graphophone Co., of Bridgeport, Conn., are erecting three additional buildings, one for the extension of the power house—one to increase the producer gas plant and another for a roll building. The extension to the power house will be equipped with a new Allis-Chalmers compound condensing engine of 400 horse-power, directly connected to Bullock generators. The producer gas plant, which is being installed by the Wiley Power Gas Co., of Rochester, N. Y., is of 600 horse-power capacity and will make producer gas direct from anthracite coal. The company will use the gas for heating purposes only. The roll building is two stories high, and will be used for rolling the stock from which the flat graphophone disc records are made. In this building six new 24 horse-power rolls, similar to those used in the rubber business, will be installed.

SECURES BIG ORDER.

When William McArdle, envoy extraordinary of the American Record Co., was South he sold the Alexander & Elyva Co., Atlanta, Ga., their initial stock of "blue records," aggregating about 10,000, and the Hawthorne & Sheble Manufacturing Co. product. The firm are the largest bicycling jobbing house in that section, and their talking machine department is becoming a controlling factor in their business. Four men travel out from Atlanta for A. & E. Co., traversing Georgia, Florida, North and South Carolina, Louisiana and Mississippi.

SOME HANDSOME CABINETS.

The Douglas Phonograph Co., 39 Chambers street, New York, are to be credited for having as handsome a line of Rockwood Vernis Martin, solid mahogany and other cabinets, as there are in the market. The most of them are of their own designing, and the sales have been far in excess of expectations.

The Neophone DISC Phonograph

(SYSTEM DR. MICHAELIS.)
Patented in U. K., France, Germany, Austria, Russia, Italy, Canada, India, Australia, etc., etc.

GENUINE NEOPHONES

From 30s. to £10 10s.

Neophone Discs: 9in. Sixpence each.
12in. One Shilling each.
Neophone Grand Opera Discs: 12in. Two Shillings each.
20in. DISCS. 10/6 each.

Playing from 8 to 10 minutes.

Complete Overtures on each Disc. Post and Parcel, Bohemian Girl, Q. & Q.



The Neophone Home Recording Attachment.

Price 30/- complete, with Six 9in. Blanks.

This apparatus removes the last bar to the universal popularity of the Disc Machine. With the help of this simple but very effective device, Disc Records can now be made at home with recording success.

Neophone Model IV.

£4 10 0

PERMANENT
SAPPHIRE
REPRODUCER.

No Needles to Change.

Unbreakable Discs, unsurpassed in Purity and Fullness of Tone.

CHEAPER THAN CYLINDERS.

THE NEOPHONE CO., Ltd.

149-153 Rosebery Ave., LONDON, E. C.

Telephone No. 5124 Holborn.

PARIS. — BERTIN. — MILAN.

Telegraphic Address, DISCOPHONE, LONDON.



(Special to The Talking Machine World.)

London, Eng., Nov. 5, 1905.
 For purposes of expansion the Neophone Co., Ltd. (1905) was registered September 22 by J. Morley, 22 Philip Lane, E. C., with a capital of £70,000 (\$350,000) in £1 shares (35,000 6 per cent. preference and 35,000 deferred), to acquire from the Neophone Co., Ltd., their rights, title and interest, subject to a royalty in favor of Dr. W. Michaelis, in certain letters patent for improvements relating to sound producing and recording apparatus and to records therefor, dated April 14, 1904, No. 8611, and in provisional patents obtained in the United Kingdom for other improvements relating to similar apparatus and records, and also the various trade-marks protecting the words Neophon and Neophone, and in letters patent and trade-marks and similar protections and pending applications and rights, to apply for the same relating to the Neophone talking machine and records in Germany, France, Austria, Belgium, Russia, Denmark, Spain, Hungary, Egypt, India, Australia, New Zealand, Canada, Cape Colony, Transvaal, and all other countries except the United States of America, Italy and Switzerland; to acquire and take over as a going concern the business of manufacturers of and dealers in neophones and other talking machines carried on by the Neophone Co., Ltd., at 149 to 153 Rosebery avenue, E. C., and 24 Rue des Petites Ecuries, Paris. The directors are: E. Brown, F. J. Bunday, A. W. Cameron, A. N. Y. Howell, F. S. Liddall, W. Michaelis and P. J. Packman. Qualification, 100 shares.

The National Phonograph Co., Ltd., are still expanding. Owing to the increasing pressure on their establishment at 25 Clerkenwell Road, they have been compelled to secure a new building next door to their chief offices, which will be in part devoted to advertising. Their domestic and foreign trade was never larger than today, and their latest list of publications is one of great interest. The death of Irving has brought the record of "The Bells" into immense favor.

The Gramophone & Typewriter, Ltd., at their recent annual meeting made a very satisfactory report. The assets (irrespective of patents, trademarks and good will) of the company and of the foreign companies and branches which they own showed a balance of £554,653 (\$2,773,265). The result of trading was a credit balance of £140,229 (\$701,145), which, with the amount brought forward, made a total of £555,081 (\$2,775,205). A dividend of 10 per cent. was declared. An idea of the prosperity of this institution may be gleaned from the fact that during the past

year the directors have invested £100,000 (\$500,000) in Cehools and other first-class securities.

The leading violinists who are now visiting the United States are mostly all represented in the talking machine world through their records. Marie Hall has made some very successful records, particularly of Dvorak's "Humoresque." It is also a favorite encore piece with Kreisler. Kubelik is in evidence with a number of beautiful records, which he made, by the way, with his own Stradivarius and not with a Stroh, which is usually used in violin records. It is rumored here that Marie Hall has received \$50,000 cash for her American tour, and her success in the States is sincerely hoped for.

The talking machine business in Australia is growing by leaps and bounds. Its extent may be estimated from the fact that the terms of the contract made by the Lambert Co. of this city with Wincott, Cooper & Co., of Sydney, N.S.W., provide for a minimum purchase by the latter concern of \$50,000 worth of goods per year. The Lambert Co., by the way, are developing their business with great success in Germany and Italy, where they have had experts making master records. As a result, their sales in these countries are very large.

The Twentieth Century Columbia machine has been the cause of several suits in different parts of this country and Ireland. Talking machine dealers who have exhibited this machine have attracted such a crowd that they have been sued for causing street obstructions. In every case, without exception, the judges have held that the by-laws were not infringed, as the machine was used inside the shop, and while it attracted crowds it was the business of the police to keep them moving. This publicity has helped to make the Twentieth Century much talked of.

A very graceful tribute to the artistic value of the talking machine has been paid by Mme. Gounod, wife of the celebrated composer, who wrote Mme. Mella recently, telling her how delighted she was when she heard the gramophone record of the "Ave Marie" which was sung by Mme. Mella with violin obligato by Kubelik. It is unquestionably a most artistic reproduction, and one which should have great popularity in your country.

In Munich the talking machine has cost the "larker" at the station his position, as now the arrivals and the departures of the different trains are announced by an enormous machine, which never gets hoarse and never forgets which train it is reporting. All aboard! Next!

Some of the most noted personages of the day have become enthusiastic to the highest degree over the talking machine and its possibilities. Victorien Sardou and Kubelik are among the latest to give expression to the most extravagant praises in his behalf. Sardou says that he can only regret that there was no possibility of pre-

servng something of the art of the great singers of the past, and he congratulates future ages that they will always be able to hear and to understand the status of those artists who are called great to-day. Kubelik also gave vent to similar expressions, and he added several numbers to the records that he had already made.

April 29, 1906, is the date set for the international meeting at Paris of those interested in the talking machine. A complete showing will be made of everything that bears upon the subject, including all new inventions in part and complete. The largest houses of Paris have promised their best machines and their best records. In connection with the talking machine exhibit will be shown everything that pertains to the cinematograph as well, and it is believed that the entertainment will be without precedent.

Talking machine contests are recent developments which have been encouraged by many leading dealers among purchasers of machines. The object, of course, is to encourage a more perfect reproduction of the records, particularly as to the key and time, so that the vocal and instrumental effects may be reproduced as nearly like the original as possible. There can be no question as to the stimulating value of these contests; moreover, they educate the "sofflers" (for there are many) to a knowledge of the artistic possibilities of the talking machine.

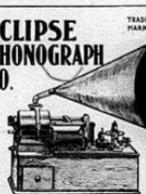
The Critic and Motor Trades Review, of this city, in an editorial in a recent issue, advises the trader to get ready for the winter season, and puts talking machines and records among the first of the side lines which the cycle dealer should pay attention to. Our contemporary concludes by remarking that the dealer should not forget that there is a trade in cycles to be done in the winter as well as in the summer. This is the soundest of sense, and as a local paper says, when the summer comes round again it will similarly be well to remember that there is a trade to be done in talking machines and records then as well as in the winter, and that if the cycle dealer won't do it, somebody else will.

At the Palace Theatre, Belfast, Ireland, a novelty was inaugurated on November 2. Prior to the rise of the curtain on a play in which a noted English company took part, selections were given on the B. C. Columbia graphophone from 12.30 to 1.45 p.m. The items were of a most diversified kind, including ball pieces, songs, popular and classical, instrumental solos, duets and recitations, and pleasantly occupied the interval of waiting. The instrument and all arrangements connected therewith were entrusted to the skillful care of T. Edens Osborne, Edilson House, 4 Bonwell Square, New, who is the biggest jobber of Edilson and Columbia records in Ireland. American machines, by the way, are increasing in popularity in the Emerald Isle.

Records of the entire opera of "Faust" will be issued here next month.

ECLIPSE

ECLIPSE
 PHONOGRAPH
 CO.



EDISON
 PHONOGRAPHS
 AND
 RECORDS

ESTABLISHED 1900

job Edison Phonographs and Records, and make a specialty of the rapid filling of orders.

We carry the largest and most complete line to be found in the State of New Jersey. **TRY US** with an order.

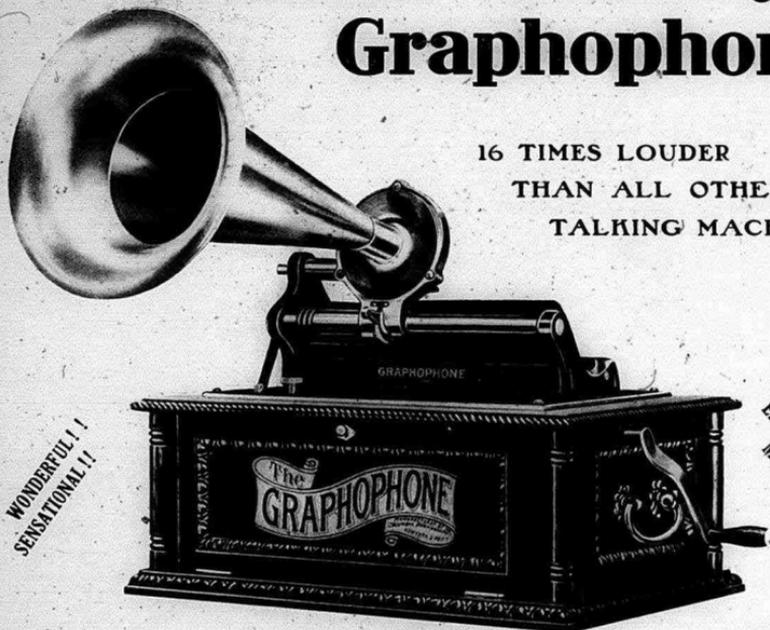
YOU GET THE GOODS Note Our New Address.

ECLIPSE PHONOGRAPH CO.

A. W. M. TOENNIES, Proprietor

203 Washington St., Hoboken, New Jersey

"Twentieth Century" Graphophone



16 TIMES LOUDER
THAN ALL OTHER
TALKING MACHINES

WONDERFUL!!
SENSATIONAL!!

EPOCH
MAKING!!

STYLE PREMIER, \$100.00

THE MOST MARVELOUS TALKING-MACHINE EVER CONSTRUCTED

OUR GUARANTEE: Reproduces with all the volume of the human voice!!

A necessary feature in every talking-machine store

Will double your sale of records

ABSOLUTELY NEW PRINCIPLES

THE LATEST INVENTION

PATENTED IN ALL CIVILIZED COUNTRIES.

Reproduces Columbia and all other Cylinder Records.

New! Twentieth Century Cylinder Records HALF FOOT LONG.

SPLENDID FOR DANCING PARTIES. A PERFECT SUBSTITUTE FOR THE ORCHESTRA
ASTONISHING RESULTS. MUST BE HEARD TO BE APPRECIATED.

No up-to-date dealer can afford to be without a

Twentieth Century Graphophone

The greatest record seller ever placed on the market

COLUMBIA PHONOGRAPH COMPANY, Gen'l

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

Grand Prix, Paris, 1900. Double Grand Prize, St. Louis, 1904

CUT OUT COUPON AND MAIL TO-DAY

COLUMBIA PHONOGRAPH CO., Gen'l
90-92 W. BROADWAY, NEW YORK

Please send me Twentieth Century Graphophone literature and list of half-foot records.

Name

Address

City or Town

State

T. U. W.

COLUMBIA

Aluminum Tone-Arm Graphophone

A Disc Talking-Machine With
a Mellow Tone

Every Machine Fully
Guaranteed

FOUR NEW MODELS

A Theatre In Your Home



"STERLING," - \$45.00



"MAJESTIC," - \$100.00

The "Imperial" mounted in a beautiful mahogany cabinet and like the "Majestic" in general appearance, but with a motor running a smaller number of records, \$75.



"CHAMPION," - \$50.00

Dealers will find in the New 1906 Model Disc Graphophone the most perfect disc talking machine on the market and the readiest seller. By the use of the Aluminum Tone-Arm a superb quality of tone is secured. If you deal in talking machines, you should handle the best.

The Graphophone Is the Best!

It has received the highest honors wherever exhibited.

Grand Prize, Paris, 1900

Double Grand Prize, St. Louis, 1904

Liberal Discount to Dealers

The sale of these machines will be enormous. **PLACE YOUR ORDERS AT ONCE**
Cut out coupon and mail to-day.

Columbia Phonograph Co., General

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

90-92 West Broadway, - - New York City

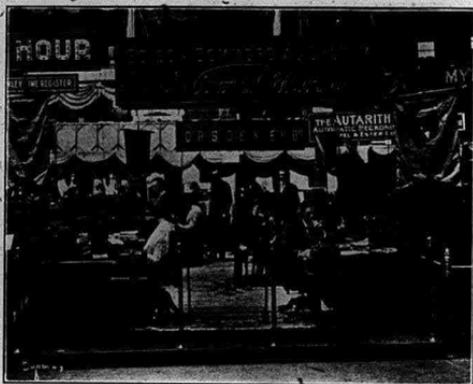

COLUMBIA
PHONOGRAPH
COMPANY,
GENERAL

No. 90-92 West
Broadway, New York.

Dear Sirs—Please send
me, free, complete literature
concerning your new Alu-
minum Tone-Arm Disc Grapho-
phones, Dealer's Contracts, Dis-
count Sheets, etc.

Name
Address
T. M. W.

THE EDISON COMMERCIAL SYSTEM AT BUSINESS SHOW.



Business men are interested in devices which reduce wear and tear on the nervous system, and are time savers as well. The recent exhibit of the Business Men's Show at Madison Square Garden attracted a great deal of attention, and the "Edison Commercial System" came in for a full share of admiration.

Crowds surrounded this booth, which is shown above, and the interest manifested made it apparent that this new system would speedily win approval from business men.

Nelson H. Durand, manager of this special de-

partment of the National Phonograph Co., assisted by a competent staff, was present to explain how useful this method is to the average business man. This system means the saving of a great deal of time in correspondence, and also has the advantage in that the phonograph is always ready for use, and correspondence is not liable to accumulate because the stenographer may be busy.

The "Commercial System" enables one to do private dictation, and facilitates ease and comfort of office work.

PERSONAL PLEASANTRIES.

L. F. Geissler, general manager of the Victor Talking Machine Co., Camden, N. J., was in New York early last week. He had the pleasure of meeting a number of the influential jobbers, the chief purpose of his visit, including the Douglas Phonograph Co., Blackman Talking Machine Co., Victor Distributing & Export Co., C. Bruno & Son, and others. Mr. Geissler was greatly pleased.

General Manager MacNabb, of the Universal Talking Machine Manufacturing Co., has been pluming himself on the superiority of his rec-

ords for three months past, declaring each one better than the other; and they were all right, every one. J. A. M. mentioned this fact to President Halson, and Henry urged that the December list should be still better—beat them all. When his G. A. remarked that if this was expected the company had better secure a score of music writers of their own. Mac is now puzzled where to get off.

John ("Casey") Kaiser was reported as "lost, strayed or stolen" for several days after election. The Douglas Phonograph Co., of whose staff he is

a distinguished ornament, were exercised greatly over his non-appearance, but credited it to his excessive zeal in the work. Manager Henkel said a thing or two, but only to ease his mind and record the customary kick.

The appearance of R. L. Thome, of the Victor forces, at the copyright conferences in New York, representing the talking machine argument, was highly approved in all quarters. His natural ability and peculiar fitness was recognized and favorably commented upon.

Walt L. Eckhardt, manager of the Columbia Phonograph Co.'s wholesale department, recently created specially to develop his sound and acceptable ideas in this phase of the business, is making good. The post calls for sudden jumps to all parts of the country, but W. L. E. is always Johnny-on-the-spot, and the deal is closed with satisfaction to his company and credit to himself. When in Boston a fortnight back he negotiated a sale that made everybody sit up and look. Particulars later on.

C. E. Goodwin, manager of Lyon & Healy's talking machine department, Chicago, was East during the last fortnight. Of course, some juicy orders followed his calls at the factories and specialty jobbers.

CELEBRATES GOLDEN JUBILEE.

James S. Topham's Great Record as Manufacturer of All Kinds of Leather Goods.

(Special to The Talking Machine World.)

Washington, D. C., Nov. 8, 1905.
James S. Topham, the pioneer manufacturer of travelers' and leather goods in this city, and who lately has made a specialty of cases for talking machines, recently celebrated the half century mark of a continuous and successful mercantile career. For nearly half of the time the national capital has been in existence Mr. Topham has held an enviable position in Washington business circles. He is a practical leather worker, and knows the business from A to Z. He has filled some of the largest government contracts for the army, and has supplied all of the Presidents since Lincoln with leather goods.

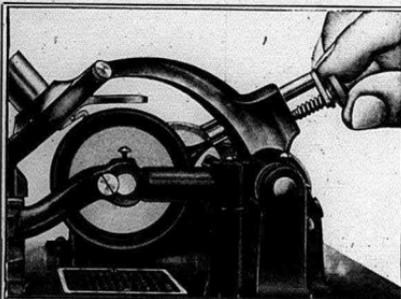
Mr. Topham's business is located at 1219 F street, where he has one of the largest establishments of its kind in the country. Mr. Topham was seventy-three years of age on June 18 last, and is still active and daily attends to his business affairs, assisted by his sons, who like himself have from youth thoroughly learned the trade and business. Reliability and progress have been the watchwords of the Topham house, and this applies to their specialties in talking machine goods as to everything else they manufacture.

NEW COMERS IN THE FIELD.

Stanley & Pearsall opened a dainty store at 541 Fifth avenue, New York, Monday week. They handle the Victor line—wholesale and retail—exclusively, and being in close proximity to Sherry's and Delmonico's, and other swell places, their trade is to be creme de la creme. The fixtures and demonstrating booths are of solid mahogany, and when the decorations and furnishings are complete it will be really a talking machine boudoir. G. A. Stanley was with the Jacot Music Box Co. for several years as manager, and knows the business thoroughly.

SOME ATTRACTIVE PUBLICITY.

Our attention has recently been called to the attractive advertising matter now being issued by the American Record Co., Hawthorne, Shible & Prescott, sales managers, of Springfield, Mass. A full size reproduction of one of the "Blue Ones" is so well executed from an artistic standpoint on one of their placards that it creates a doubt as to whether it is an actual record or simply a reproduction. This effect is heightened by using a label such as is used on the real record. Bulletin hangers are another addition to their list, neatly printed in blue, and the transfers of their well known "Indian trade-mark," furnished by this company, has created favorable comment.



The PLACE AUTOMATIC RECORD BRUSH

PATENT ALLOWED

Price 15 Cents

A SQUARE DEAL for every
JOBBER and DEALER. Write
for DISCOUNTS. THE PROFIT
is fine and we give ADVERTISING
MATTER FREE.

THE PLACE BRUSH is attached to the SHAVING BAR STEM and by contact with the record AUTOMATICALLY removes all DIRT and DUST from the RECORD. (As shown in above ILLUSTRATION). PREVENTS SCRATCHES FROM WEARING FLAT and INSURES A PERFECT REPRODUCTION.

NOTE—A No. 2 brush, with new style clamp to fasten underneath the speaker arm, will soon be ready for the NEW STYLE EDISON MACHINES.

EVERY JOBBER and DEALER should write now for NEW PRICES and full information.

SOLE SALE AGENTS

Blackman Talking Machine Co.
97 Chambers St. New York City



TALKING MACHINE MEN ORGANIZE.

Jobbers of the Central States Form Association, with Geo. Ilsen as President and P. B. Whitist as Secretary.—Records by Freight Hereafter—Simultaneous Shipments to Dealers.—Association Well Supported.

(Special to The Talking Machine World.)

Columbus, O., Nov. 9, 1905. Thanks to the efforts of the Ball-Fintz Co., of Newark, O., and the Perry B. Whitist Co., of this city, the talking machine jobbers of the central states, including Ohio, Indiana, Michigan and Pennsylvania, have organized a Talking Machine Jobbers Association. The organization was effected on Oct. 19th when the following firms were represented at a meeting held at the Neil Hotel: The Ball-Fintz Co., of Newark, O., by Messrs. Ball and Fintz; Perry B. Whitist Co., of Columbus, O., by L. M. Weller; the Rudolph Wurilizer Co., of Cincinnati, O., by Messrs. Rudolph Wurilizer, Jr., and Mr. Streif; Hayes Music Co., of Toledo, O., by Mr. Hayes; Pittsburg Phonograph Co., of Pittsburg, by Mr. Shirley; Grinnell Bros., of Detroit, Mich., by Mr. Strassburg; Klein-Hoffelmann Co., of Canton, O., by Mr. Hoffelmann, and Ilsen & Co., of Cincinnati, O., by Mr. Ilsen.

After the usual preliminaries, an organization was formed and Geo. Ilsen, of Cincinnati, was elected president, and Perry B. Whitist, of Columbus, acting secretary and treasurer. The following resolutions were presented and adopted by the unanimous vote of those present:

1. The object of this association shall be the discussion of all subjects which would be of benefit to the members of this association as regards the talking machine business.
2. That all resolutions must be submitted to all members of the association and cannot be put in force until each and every member has approved the resolutions.
3. That the secretary of this association shall furnish each and every member of the association with a copy of each and every resolution in duplicate, presented and adopted by those present at any meeting. One copy to be approved or disapproved, and signed and returned to the secretary, and the other to be retained by the member.
4. Each and every member shall be assessed the sum of Five Dollars (\$5.00) to defray the necessary expenses of the secretary in performing his several duties.

5. That the next meeting of the Central States Talking Machine Jobbers Association be held in Cincinnati, Ohio, on Monday, Jan. 25, 1906.

6. That four or more members can call a meeting of this association at any time for the consideration of matters pertaining to the talking machine business.

7. That all members of this association shall receive complimentary samples, or first orders, both Edison and Victor records, by freight. That the freight shipments shall begin with the shipment of both Edison and Victor records for December. That immediately upon receipt of these shipments, the jobber shall wire the secretary to that effect. That the secretary shall, after having received notice from each and every jobber of the association that he has received the samples or first order of new records, wire each and every member of the association to ship his orders. That no member of the association shall ship these records earlier than 2 p. m. of the day on which he receives the telegraphic instructions from the secretary of the association.

8. That any member may report to the secretary of this association any creditor that is behind in his accounts and that the secretary shall immediately furnish each and every member of the association a copy of this report.

A number of other jobbers, including The Eclipse Musical Co., Cleveland, O.; Niehaus & Dohse, Dayton, O.; American Phonograph Co., Detroit, Mich.; Craig-Jay Co., Kipp Bros., A. B. Wahl Co., Indianapolis, Ind.; T. F. Hentel Co., Kauffman Bros., H. Kiebler & Bros., C. C. Mellor Co., Pittsburg, Pa., were invited, but being unable to be present signified by letter their cooperation in this movement.

The secretary reports that C. S. Gardner, of the National Phonograph Co., was of great assistance to the association in its work, and his services were deeply appreciated by all who were in attendance at the meeting.

TALKING MACHINE FOR PRINTERS.

Used by Women in Connection With Law Work at a Printing Office in New York.

There is a job printing office in New York which employs a number of women operators of the linotype type setting machine who take from a talking machine the subject matter set in type. The foreman in speaking of the matter said: "In this office we make a specialty of printing law reports, consisting largely of testimony taken in court. Instead of the court stenographer typewriting his notes or preparing a copy of them to give to the printer he dictates

them into a talking machine, and afterward our woman machine type-setters with the talking machine adjusted to the proper rate of speed at her ear, listens and sets up the type at the same time.

"Strange to say, I have not yet run across a printer who showed any liking for this phase of typesetting. The talking machine bothers the men. They seem to consider it foreign to their business. But the women we employ are a No. 1 machine typewriters and are just as willing to use the talking machine as to set up written copy.

"As undoubtedly before long the talking machine method of transmitting stenographic notes will be quite common, women ought to find a good chance there to make big money."

TALKING MACHINE CHARMS BIRD.

(Special to The Talking Machine World.)

Duluth, Minn., Nov. 10, 1905.

A recent visitor to this city was M. S. Burrows, who has been spending the past six months at his country home, "Munaseer," in Itasca County, which lies in the deep woods of northern Minnesota, studying the animal world and getting close to nature. "Up at 'Munaseer,'" said Mr. Burrows, "I have an especially fine Victor talking machine. On pleasant days I frequently place the machine on my porch and set it to work grinding out its quite extensive repertoire. About 4:30 p. m. the partridges in the woods begin to think of starting out into the clearings to feed. The talking machine seems to have a great fascination for the birds, and by 6 p. m. flocks of them will be lined up some rods away, but within ear hearing of the machine. It never fails to bring them, and a book could be written on their actions. When the concert closes they slip back into the forest. All selections seem to please, but Sousa's band music has the most marked influence over them. It seems to put them under a spell, and while in that condition, one could walk up close enough to tap their heads with a short stick."

IF YOU DO NOT USE OUR NEEDLES YOU HAVE NOT THE BEST MADE

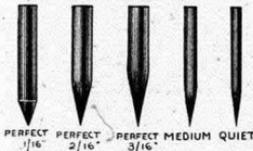
Put up in Boxes and Envelopes with your own name imprinted.

THESE ARE OUR STYLES.

OUR PRICES ARE THE LOWEST THAT CAN BE QUOTED ON A-1 NEEDLES.

ORDER NOW FOR HOLIDAY NEEDS

NEEDLES.



Wholesale-Retail

ALL NEEDLES ARE MADE FROM THE BEST STEEL WIRE OBTAINABLE.

THEY ARE ALL HIGH GRADE.

We are selling millions every month to satisfied customers

CUT THIS OUT...

DEALERS Send this slip with your name and address and we will send you 1000 Needles, Assorted, for 30 cents, postage prepaid

AMERICAN TALKING MACHINE CO.

Largest Distributors of "Victor Goods" in the City.

586 FULTON STREET, BROOKLYN (N. Y. CITY).



EDWARD LYMAN BILL, Editor and Proprietor.

J. B. SPILANE, Managing Editor.

Trade Representatives: GOS. R. KELLER, P. H. THOMPSON

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Chicago Office: E. P. VAN HARBINGEN, 297 Montross

Telephone: HARTSON, 1221; Automaton, 294.

Philadelphia Office: Minneapolis and St. Paul:
R. W. KAUFFMAN. E. C. TORREY.

St. Louis Office: San Francisco Office:
CHAS. N. VAN BUREN. ALFRED METZGER, 425-427 Front St.

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

SUBSCRIPTION (including postage), United States, Mexico and Canada, 60 cents per year; all other countries, \$1.00.

ADVERTISEMENTS, \$2.00 per inch, single column, per insertion. On quarterly or yearly contracts a special discount is allowed. Advertising Rates, \$50.00; opposite reading matter, \$75.00.

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

IMPORTANT.—ADVERTISEMENTS or changes should be forwarded to reach this office not later than the 9th of the month and, where proofs are required, by the 7th. To this rule we can make no exception. Advertisements arriving too late for insertion in the current issue will, in the absence of any instructions to the contrary, be inserted in the succeeding issue.

Long Distance Telephone—Number 1745 Gramercy.

NEW YORK, NOVEMBER 15, 1905.

IMPORTANT changes are being considered in the American copyright laws which will, in their ultimate results, affect authors, composers, manufacturers of perforated music and talking machines. Some well-known representatives of the music publishers have been at work upon a draft of the new law for some months, and although the secrets concerning it are well guarded it has been hinted that talking machine interests, as affecting composers, will be looked out for in the proposed legal measure. And one of the men who has been active in the proposed measure remarked to *The World* that the copyright laws of America were perhaps the worst in the world—that even Russia, whom we are prone to regard as a half-civilized country, has laws which afford a better protection to the brain products of its citizens than free America.

HE argued that in the old days when engraved music was the only kind that needed protection it was all right to have laws referring to that only, but now that times have changed and the perforated rolls have an enormous sale and are used to introduce the great creations of musical genius, that composers should be afforded adequate protection in this line. He applies the same reasoning to the reproduction of sound upon the talking machines. If by reproduction with the disc and cylinder records the works of the most noted composers may be given to the world, he says that protection should be given which will thoroughly cover the rights of authors, as far as the reproduction of their work through the means of records is concerned.

NATURALLY we must all recognize that conditions are constantly changing in business as well as in artistic lines, and we must accommodate ourselves to them, but whether Congress will go as far in the copyright field as some of the present enthusiastic advocates of the proposed measures are concerned, remains to be seen. Of course, particular interest attaches to this proposed enactment for all talking machine men. It cannot be denied that there is a steady trend in our national affairs towards making

laws which afford better protection for originators of all products and inventions. Take, for instance, the new trade-mark law. It has met with the hearty approval of the business element of the country and thousands have registered under the new law.

TRADE-MARKS to-day in every line constitute valuable business assets, and there is every reason why the United States Government should afford ample protection to such properties, for properties they are which have required the outlay of great sums of money and backed with plenty of good gray matter to create. In the talking machine trade there are some trade-marks which one immediately associates with a particular brand of instruments, and no one can doubt for a moment but that they have a selling force, therefore the manufacturer who has created this value should be protected in his property rights by the Government under which he lives.

HOLIDAY trade in all lines promises to be unusually large, for activity, in fact, buoyancy, characterizes practically all divisions of industry. The approach of holidays will give a stimulus to the retail trade accentuated somewhat in the larger cities, but nevertheless a marked impetus to business even in small country towns will be felt. The talking machine dealers should have a record breaking holiday business—and why not? A talking machine will make a most suitable Christmas gift, and if the proposition is worked as it should be, the talking machine dealers should reap a holiday business of unusual proportions.

THERE is no part of the country that is not in splendid shape financially. The lifting of the quarantine in the South and the added energy which Southern merchants will place upon their business helped along by the higher price of cotton will give a tremendous impetus to Southern trade, and the smaller talking machine dealers all through the South, as well as the larger ones, should see to it that their stock in kept well up to meet the increased holiday demand which must come upon them. The middle of November is with us, and it is high time that adequate preparations were made to secure goodly slices of the holiday business.

THE talking machine people, however, should not overlook the necessity of making suitable displays in their warerooms, and calling the attention of the public in some attractive form to the talking machines and how they can be used as fitting holiday gifts. Attractive rooms and concerts are strong features in drawing business to one's establishment. We have recently had an opportunity of inspecting some really marvelous talking machine quarters. They have been fitted up in such a manner that every one who enters is bound to be impressed with the artistic environment of the rooms, and then when they hear the faithful reproduction of the songs of some of the world's greatest artists they do not hesitate to praise the marvelous development which has been made in the talking machine world during the past few years.

THE splendid product of to-day demonstrates the activity of inventive minds in the talking machine business, and it seems as if we had advanced as far as the reproduction of sound is concerned to a point from which it would be almost impossible to make a further step forward. And yet we have believed this in many

other lines. The world never ceases in its forward march, and progressiveness in all lines is evidenced by the constant improvement upon the crude creations of years ago.

NOVELTIES in the talking machine and sound reproduction line will be in evidence more and more each year, and there is no doubt but that during the holidays particularly they will be big sellers. In Europe they are using the phonostal in a large way. A scientific exchange incorrectly stated that you can get cardboard postals covered with a material called sonorine, on which the sounds of the human voice can be registered by means of impressions from a sapphire point after the method of cylinder machines.

Surely, if this method were a success it would revolutionize the production of records, and the phonostal possibilities would be far reaching. You could put your card in the machine, adjust your sapphire point, and talk into the transmitter your order, quotation or inquiry in musical Parlanjan, Hindoo, Arabic, or what you will. The machine would register in a wonderful spiral the effect of the sound waves produced by your voice. The postal would stand the hard usage which it would receive by transmission through the mail and would reproduce at its destination the conversation of the sender. That is beautiful in theory, but will it ever become a reality?

THE Danish inventor, Poulsen, whose remarkable creations have been described in a former issue of *The World*, uses indestructible steel discs, which unquestionably for commercial purposes will acquire a great popularity when the company is completely organized for the manufacture of the Poulsen inventions on a large scale. The newspapers have swallowed the story from Paris, and some of them state with no knowledge of the situation that the phonostal will attain a high degree of popularity before its novelty begins to wane. Undoubtedly, according to some of the exaggerated views expressed in public print, the dramatic scene of the novel of the future will no longer picture the fair heroine pouring over the sacred letters of the absent hero, for with the receiver of the talking machine at her shell-like ear she will listen enraptured to the very tones of her dear one's voice. The phonostal is an interesting novelty and a good seller, but it has not been developed to the exalted point noted in the paper reports. Truly the progress of civilization is remarkable, and the talking machine bids fair to play no unimportant part in its development, commercially, educationally and socially.

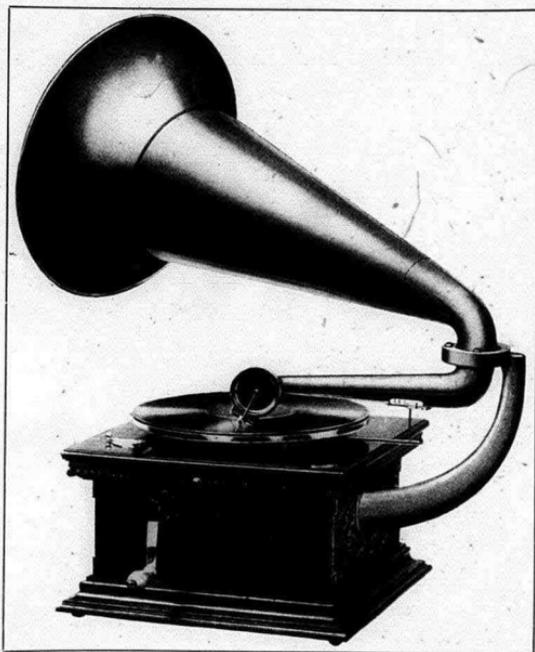
THIS rather bright little story was sent to *The Talking Machine World* by an admirer in the South, who says "being a true story, we do not desire the names used." "Mr. Brown has a friend in Cleveland, who is the owner of a big iron works. Several years ago when this man's father was alive, the old gentleman often took long trips to various parts of the world and sometimes on short notice. Once he decided to take a trip down to Venezuela. So he left his son in charge of the iron works while he struck out. The son heard nothing from his father at the time he thought a message was due, and wired him at a hotel in Caracas. When the old gentleman got to Caracas he found the telegram. This was the reply to his son."

"Arrived Caracas last night. Got up this morning and had eggs for breakfast. Eggs \$1 apiece. Sell the iron works, buy a hen and come down."

A NEW PRINCIPLE

The Mechanical Feed is Used Exclusively on the New Taper Arm

TALK-O-PHONE



THE reproducer on all disc record machines has heretofore been dragged across the record by the needle, which always produced the grating, grinding sound, so obnoxious. To do away with this unpleasant noise and reproduce only the pure musical tones, we have perfected, and now supply on all Talk-O-Phones, our new *mechanical feed device*. This is an arrangement, shown on cut, which propels the tapering arm across the record entirely independent of the action of the needle. One can appreciate the great difference in tone resulting from this. In addition to the entire freedom from the grating sound, this new device is a great record saver, and increases the life of the record one hundred per cent.

All new Talk-O-Phones are also equipped with the taper arm, as illustrated:

NOTE

It will be observed that the new Talk-O-Phone operated on this principle gets entirely away from the old fundamental principle of reproducing machines, namely, the needle feed. Our patents on this new device are very broad, and this arrangement cannot be used on another machine. We do not operate under any shop rights or license from any one.

Dealers selling reproducing machines should write immediately for our full descriptive matter and for prices on the new Talk-O-Phone.

If you are interested in supplying your customers with the only machine which brings out from disc records the pure musical tone only, you must have a sample of this new Talk-O-Phone.

The Talk-O-Phone Company

10 Midland Street, Toledo, Ohio

WHY SOME MEN FAIL TO PROGRESS.

They do not Study the Talking Machine Situation in Detail and Therefore Fall Behind in the March Toward Success.

Few industries so young as that devoted to talking machines contain as many bright, alert and aggressive men—manufacturers, jobbers and dealers. But there are also some laggards, dealers who expect to make progress without any effort on their part, and when things do not come their way love to find fault and kick. This class of men never stop to think that their lack of advancement is due to their own indifference. The Edison Phonograph Monthly tells of a Western dealer who recently visited the National Phonograph Co.'s factory at Orange, and in the course of a conversation covered this situation very aptly. He said: "The trouble with many dealers is that they do not study the phonograph proposition. If they did, they would be more successful in business." This is undoubtedly the real reason why many dealers do not become successful. They expect to buy phonographs and records as they would cereals in packages and sell them with no more knowledge. They do not keep themselves informed about the general situation; they do not take the trouble to learn even the simplest things about the machines from a mechanical standpoint; they do not keep a proper stock of goods; they do not display them in an attractive manner; they do not let the public know they sell them, and they do none of the things which an up-to-date and aggressive man would do. Consequently, they seldom carry more than the initial quantity of goods, and they are always wondering why they do not have a better sale for them. The stock they do carry is not infrequently stuck away in a corner out of sight and more or less covered with dust. Prospective customers soon find they do not have what is wanted, and they seldom return for the purpose of making a purchase. Contrast such dealers with those who read trade papers and

everything else pertaining to the line; who make a study of the machine; who know which records are most likely to be wanted by the public; who carry the entire stock of Edison records; who make an attractive window display; who play the phonograph occasionally for the entertainment of the public; who advertise, and who, in other ways, handle the business in an intelligent manner, and you will see why they make money and why the unprogressive dealer does not.

OPEN FOREIGN DEPOTS.

National Phonograph Co. Open Headquarters in Australia and Mexico, With Able Managers in Charge—Australia's Record.

Owing to the growth of the Edison business in the Republic of Mexico and the Australasian colonies distributing depots have been opened in Mexico City, Mexico, and in Sydney, N.S.W. Wm. W. Wyper will have charge of the Australian headquarters and Raphael Calman will preside over the Mexican establishment. Both gentlemen are suitably equipped for their respective positions and will add still further to the immense business done by the National Phonograph Co. in these countries. It may be worthy of note to remark that the people of Australia are to-day using more Edison phonographs per capita than are those in the United States. The Edison business in the Antipodes during the past year represented nearly one hundred per cent. increase over the preceding year.

McGREAL BROS.' NEW STORE.

(Special to The Talking Machine World.)
Milwaukee, Wis., Nov. 9, 1905.
McGreal Bros., who have stores on Third street and National avenue, and who are state agents for the Edison phonograph and other talking machines, have just opened a branch at Fond du Lac. Walter Augustin, who has been in their

employ since they started in business here three years ago, has charge of the new store. The Fond du Lac branch will carry a complete assortment of machines and records and will be the only exclusive talking machine store in the state outside of Milwaukee. McGreal Bros. expect to open several more branch stores within the next few months.

PRICE ON PLACE RECORD BRUSH REDUCED.

The Blackman Talking Machine Co., 97 Chambers street, New York, recently made a contract with Henry A. Place, the inventor of the Place Automatic Record Brush, and they are now the sole sales agents for this article. They have arranged to manufacture the brush in very large quantities, and to enable every phonograph owner to buy one, they have reduced the price to 15 cents each. The quotations to jobbers enable them to make a good profit, and in turn give their dealers a good profit. They will give all dealers and jobbers descriptive circulars, free of charge, with orders, and jobbers will be supplied with sufficient dealers' price lists for use in quoting their dealers. The present style brush is attached to the shaving knife bar, as shown in the illustration of their advertisement in this issue, and they will soon have ready for delivery a new style brush, which will clamp underneath the speaker arm of the new style phonographs, which are not fitted with a shaving device. All bonafide dealers or jobbers will receive quotations and full information upon request.

GIVE CONCERTS AT OPERA HOUSE.

Thomas Bros., of Madison, Neb., have originated a novel idea of stimulating trade. One evening each month they hire the local opera house, where they give an invitation concert, utilizing the Edison phonograph and the latest records. Thus the value of the phonograph and the latest records are brought to public attention in a very interesting way.

New England Talking Machine Dealers—Attention!!

The Service of a Jobbing House whose business is exclusively Talking Machines is bound to be more satisfactory than that of the house handling the goods as a side line. Prove this to your own satisfaction by sending us a trial order.

The Whole of Our New Three-Story Building is Devoted Exclusively to Talking Machines and Their Equipment.

Three Floors and Basement Aggregating Nearly Fourteen Thousand Square Feet of Space. The Largest and Best Equipped Talking Machine Establishment in the United States.

HEADQUARTERS IN NEW ENGLAND FOR VICTOR TALKING MACHINES, EDISON PHONOGRAPHS,

RECORDS, HORNS, STANDS, CRANES, RECORD CASES AND CABINETS, ALL SUPPLIES.

A Jobber Nearer to You Than We Does Not Necessarily Save You Money.

Because express charges are less than from Boston if You Can't Get What You Want When You Want It, you lose sales and profits; the express from Boston is insignificant in comparison with lost sales, lost profits and lost customers.

WE'VE GOT THE GOODS.
YOUR ORDER IS THE CONNECTING LINK.

NEW ENGLAND Distributing Headquarters FOR THE MEGA HORNS

The Best Horn on the Market. Furnished in Regular and Flower Shapes. 5 colors.

SEND FOR CATALOGUE, COLOR SHEETS AND PRICES.

DEAD ONES.—LIVE ONES.

Slow Selling and Fast Selling Records We Refer to. Any jobber can supply the "dead ones" but if you want your order for the "live ones" filled mail it to us.

New selections are furnished us by the factories by express. Our exceptional shipping facilities enable us to get these new records into the hands of the dealers ahead of our competitors.

Your "Kicks" Receive the Same Consideration With Us As Your Orders. Credit Memoranda for Goods Returned are Rendered as Promptly as Bills. Try the "Eastern" Policy of Doing Business. You Will Appreciate It.

THE EASTERN TALKING MACHINE COMPANY,

Original New England Distributors of Victor Talking Machines. Wholesalers and Retailers of Edison Phonographs and Records.

177 TREMONT STREET,

BOSTON, MASS.

A GREAT BOSTON HOUSE

is the Eastern Talking Machine Co. Whose Business Has Grown to Remarkable Proportions Under the Competent Management of E. F. Taft—A Splendid Record.

The growth of the talking machine business in this country is impressively demonstrated by the number of palatial quarters in various parts of the country. Among the establishments which must take front rank is that of the Eastern Talking Machine Co., who recently held a formal opening of their magnificent emporium at 177 Tremont street, Boston.

Under the able management of E. F. Taft, general manager, this business, which occupied two thousand square feet of floor space when the firm started, has grown until at the present time they have fourteen thousand square feet of floor space.



Two entire floors have been added, besides the basement, where all the shipping is done.

On the first floor is an immense show room for the display of Victor talking machines and Edison phonographs, and the Edison record stock room. This floor is beautifully decorated, and three new demonstrating rooms for the Edison records have been added. At the rear is the repair department, completely equipped for repairing all machines no matter what make, and skilled workmen are constantly employed. In the basement all the shipping is carried on and freight received. The surplus stock is stored here also.

On the second floor are the offices, including the general and private offices, and the reception room for ladies. This reception room is an entirely new innovation for this sort of a business house. Its purpose is to provide a meeting place for the women patrons, a place where they can wait for a half hour or so for their friends, and

spend the time writing the many social notes necessary to the women of to-day.

The room is furnished in a novel manner, three unique models of the combination machine and record cabinets being shown. These look like the exquisite parlor curio cabinets and are finished in Vernis Martin, marqueterie and Rockwood and make a very desirable addition to any room. The reception room has a very attractive view, looking out on Tremont street and the Common. Attractive hardwood chairs and ferns make a very pleasant ensemble.

On this same floor are six demonstrating rooms for the Victor records. These are rooms so shut in that the machines being played in other parts of the building do not interfere with the record being played before the patrons.

Running along the entire side of the second floor are record cases which hold 65,000 records, including grand opera music, and every record catalogue is found here.

On the third floor is the surplus stock and the record storage. The walls and ceiling of the building are made of fireproof metal.

The Eastern Talking Machine Co. are, without doubt, one of the largest and best equipped talking machine establishments in the country. Nothing is overlooked to bring the products of this house to the attention of the trade. The literature turned out as well as the advertising is admirably constructed and effective. As a result of their enterprise they control a vast trade throughout New England, and even ship to faraway points on orders from customers. They pay particular attention to the matter of repairs, while their inquiry and installment departments are admirably managed; in fact, there are few businesses as well organized or which have made such progress as that of this progressive Boston institution.

A TIME SAVER IN BUSINESS.

Victor A. Rapke, 1661 Second avenue, New York, who was the first to introduce the tray system for carrying Edison records, also originated the labels, of which the accompanying sample is a fac-simile reproduction, for the boxes. These



labels show the number and title of each Edison record, and the name of the artist or organization who makes it. To further economize and utilize space, Mr. Rapke is perfecting still another improvement, which will be ready in a few weeks. Leading jobbers and dealers all over the country have adopted the system, which they praise highly. The patent on Mr. Rapke's upright horn has been granted, and was issued yesterday.

DUTY ON NEEDLES.

The Board of General Appraisers have recently handed down the following ruling, which is of interest to talking machine people: No. 5253, graphophone plms. from Leeds, exported Sept. 19, 1905, entered at Providence, R. I. File No. 36, 890; finding of Fischer, G. A.: 1,000,000 steel points, 162.5¢ G, entered at 2s. 4½¢, per 1,000; discounts, 85 per cent, and 7½ per cent. Add case. Reappraised at 6½¢, per 1,000, net. Add case.

POPULAR WITH COURT MEN.

The use of the commercial talking machine by law stenographers has now become universal, and the sales of these instruments are rapidly increasing. Law stenographers have been enabled to turn out five times the work and five times less time as compared with the old plan.

Get ready
for the
Christmas
trade

Don't be caught napping with a short supply of talking machines, records, and accessories.

You should always be in a position to supply the wants of the people and remember the demand grows steadily greater with the holidays coming on.

Lots of new customers come to your store during the holiday season and you have an excellent chance to get some of their money right along and give your business a big boost. If they can get just what they want, they will come to your store many more times before another Christmas rolls around.

Look upon every customer as a help to build up a larger business. Take care of them and supply all their needs and they will tell their friends about you and send more business your way.

Your part is to have a large enough assortment of Victor machines, records, trumpet horns, needles, cases and other accessories to make their buying easy. You can't afford to let your stock go down and when you order goods, you should get them without delay.

We fill all orders promptly and carefully. Some dealers say it is a new thing for them to get goods so quickly. Maybe it is, but it's nothing new for us—we never let our stock get behind and that is there is no waiting or delay.

Why not give us a trial if you have only been getting about 80 or 90% of what you order?

The Victor Distributing
and Export Company

77 Chambers Street New York

A MONEY MAKER FOR DEALERS

Our No. 33
Disc Record
Cabinet

holds
126 Disc Records
as large as 12 inch.
Has Drawer for used
and unused Records.
Write for Catalogue.
SPECIAL—Our No. 10
Office Desk \$18.00.



FEIGE DESK CO. 2088 Genesee Avenue,
SAGINAW, MICH., U. S. A.

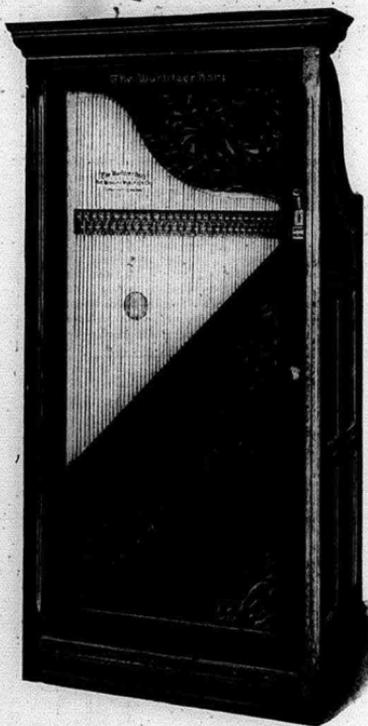


The Wurlitzer Harp

A Refined Musical Attraction with Nickel-in-Slot Attachment and Operated by Electricity

WE desire to announce that after eight years of constant labor, "The Wurlitzer Harp" is now ready for the market, and we will assure you that it is a wonderful attraction from both a musical and mechanical standpoint. This is the latest addition to our line of Automatic Musical Instruments, and is by far the most refined of all musical attractions. The harp is in full view, being covered by a large plate glass, thus affording your customers the opportunity of watching the fingers (almost human) pick the strings. The soft, sweet music of The Wurlitzer Harp makes it especially desirable for places where an electric piano can not be used on account of the music being too loud.

Being operated by a nickel-in-slot arrangement, it is not only a great attraction, but a money-maker of no small proportion.



Liberal Inducements
and Exclusive
Agency in
Unoccupied
Territory

Price
\$750.00

Sold for cash
or on the
easy payment plan

The Harp has 60
strings and produces
music of rare
sweetness and
wonderful volume

List of music rolls
upon application

Description: Case, handsome, quarter-sawed oak, with carved panels. Height, 6 feet 6 inches; width, 3 feet; depth, 2 feet. The perforated music rolls are only 8½ inches wide, and contain six tunes each. The harp is fitted with an automatic re-winding device, which, when the end of the roll is reached, automatically re-winds itself in thirty seconds. A dial, with numbers from 1 to 6, always indicates the number of the tune that is being played. An electric light on the inside of harp, just above the strings, proves an attractive feature. *Send for our Complete Catalog of Automatic Instruments.*

The Rudolph Wurlitzer Co. Manufacturers
CINCINNATI CHICAGO

PRACTICAL SUGGESTIONS AND COMMENTS.

William F. Hunt, of Wanatab, Ind., takes issue with the statement that Leon Scott was the first to reproduce the human voice by mechanical means, and adds: "From what knowledge I can gather from past phonograph history, Leon Scott never reproduced the human voice. With his device, which he called the phonograph, he only secured visible effects from sound vibrations by means of a membrane, to which a hog's bristle was attached, and which traced sound vibrations on a smoked cylinder. It is obvious that sound reproduction from these tracings was an impossibility. Thomas A. Edison was the first man to record and reproduce the human voice successfully, and to him is due all honor for the discovery of the art, and in justice to him, who is not only responsible for this most wonderful invention, but many equally important, I kindly beg of you to make this statement."

THE BLASTS IN A DISC RECORD.

Mr. Hunt also propounds the following questions: "As I understand it, the blast in a cylinder record is caused by an over-vibration in recording where it has caused the recording stylus to leave its track and jump entirely from the record, thus leaving a disconnected line. As this is not the case in the disc record with its lateral undulations, what is it that causes the blasts in a disc record? Is it not due to the inefficiency of the reproducer in taking care of the strong vibrations, and would this not be good evidence that the reproducer is yet the most imperfect of the two between record and reproducer, as stated in my article in your last issue?"

Answer.—Our correspondent is correct regarding the inefficiency of the reproducer. The fault is not in the disc, and the "blast" is caused by the inability of the diaphragm to reproduce the sound. When the voice is uniform the irregularities in the sound waves do not occur but in an uneven or a very high tone, as the soprano of a woman, these departures are sharp and wide. Therefore in reproducing, instead of following the lateral undulations, the reproducer jumps from point to point and the "blast" follows as a matter of course. The blame rests with the reproducer or the diaphragm.

REGARDING THE KEEPING OF RECORDS.

W. H. Jennish, the well-known dealer of Waterloo, Ia., writes as follows: "I have found many good things in your journal regarding the talking machine business, but have not yet come

across any suggestions regarding the keeping of records. In this connection a plan which I have adopted may prove of interest to your readers as it has elicited from salesmen visiting our store the highest commendation, because of the "smart" finish which it gives the stock. The *modus operandi* is as follows: "Above each Edison record is placed a small hinged receptacle that holds one of the Rapke numbers and titles, and each paper is covered with a very thin sheet of mica which makes all the numbers look as though they were printed on celluloid; in this way it is not only easy to know when we are short of stock, but we become so familiar with the location of the selections, arranged in this way, that we have little use for a catalogue."

RUBBER USED AS PLATE MAT.

A correspondent of The World in Vermont sends the following original idea, based on his own experience, which may have some practical value: "A short time ago the felt on the plate of my talking machine came off, and while looking around for a substitute, my eye fell on one of the rubber mats used for change receivers. I cut a hole in the center for the spindle to pass through and glued it to the plate, the smooth side down. I was surprised when I placed a record on it to note a decided improvement in tone. Comparing it with the felt covering, I found all parts of the disc were in contact with it all times, which is never the case with a felt cover, as particularly when the disc is warped, as that part of the disc directly under the needle touches the plate."

RATTLING REPRODUCERS.

On the subject of rattling reproducers, W. M. Gatestead says: "After experiments with diaphragms made from almost every possible material, including glass, wood, mica, celluloid, tin, brass, etc., I find that rattle and blast arise from two causes. A diaphragm that is too thick or one not the exact size. As the stylus passes over the record a certain amount of pressure is brought to bear upon the diaphragm, which, if too thick, does not give sufficiently, and instead of following the impressions closely the stylus jumps from one hollow to another, causing the rattle complained of, and wearing out the record very quickly. A thick diaphragm is louder and harsher than a thin one; the tighter it is screwed up the more it will rattle. If left loose the tendency is to blast. Now as to size. A diaphragm must be the full

size of the reproducer, so that it can be fixed firmly and evenly between the rubber gaskets. One which is less than full size will shrike or blast. It is very difficult to adjust it exactly in the center, so that the pressure is maintained equally all round, owing to the edges of the diaphragm not being properly covered, and when the clamping ring is screwed down the tension is uneven, causing it to buckle. I get results with a glass diaphragm in my model C. Reproducer having volume, sweetness and a minimum of scrape. What we want is purity of tone before great power."

THE SPEED OF RECORDS.

J. B. Harrison, of Utica, N. Y., in the course of a letter to The World suggests that if the ordinary user of a record had the exact knowledge as to the matter of speed much better effects could be produced, and in this connection says: "Could not manufacturers mention the exact speed in connection with the opening announcement? The former might be abbreviated somewhat as to permit of the latter being included. When the record varies two or three revolutions the key is altered and the actual value of the piece is lost. This is a matter which should be attended to, because it is impossible to secure definite information on the subject from dealers. They are as much at sea in the matter of revolutions as your correspondent often is."

THE LIFE OF A RECORD.

I notice one reader asking: Has any one noticed records showing wear after being played about fifty times? I have in more cases than one, and further, I have one here that has not been played a score of times, and it is blasting very much, although it was a real gem when first played. This, again, is further proof of too much weight, for the record was not shop-worn. It was new, direct from the warehouse. As to length of the record, there are plenty of cylinders with quite as much on as a lot of 10-inch discs have at present, and only costing one-third the price. Now, that the longer cylinders are on the market, the makers of disc records will have to put more on than they do now in a lot of cases. One verse and the chorus repeated is not much. If they don't do this they will find a falling off in users of discs. The disc machines are far ahead as regards the nature of tone of instruments, but will this alone compensate for the quick wearing and the price paid for records with no more on them than a cylinder.

MAGNIFYING SOUND BOX.

A London inventor has produced a magnifying sound-box which he claims has no friction wheel or any other complication. The tension of the diaphragm is self-contained, and can be regulated, and no extra motor force is required. As he states; in fact, the needle treads more lightly on the records than ordinarily. The device could be easily applied to an ordinary sound-box.

NEW SAPPHIRE GRIP TOOL.

Dealers and jobbers who have had occasion to make a search for a sapphire jewel, which has popped from the ordinary pair of tweezers, will be interested in a new sapphire grip tool, which is constructed to grip securely any sapphire jewel and prevents any possibility of the sapphire getting away from you until you have it securely set in the jewel arm. Dealers or jobbers will receive prices and full information upon request from the Blackman Talking Machine Co., 97 Chambers Street, New York, who are putting them on the market.

QUICK SEAL CEMENT AND HORN POLISH.

The company above referred to are putting up a wax preparation, known as "The Blackman Quick Seal Cement," which is applied with a heated wire, and is very strong. This cement is used in many cases instead of glue or strata. It is especially useful in making repairs on Victor sound boxes and for cementing diaphragm glasses in Columbia speakers. It is also very handy in making quick repairs in cementing cross-heads to Edison diaphragms. They are also putting up a Blackman horn polish, which cleans horns or any metal, quick and bright, and the same polish is recommended for cabinets and guaranteed not to contain any acid.

No. 531 Holds 175 Records



No. 531

Has convenient sliding shelves.
Push one door and both close at same time.

MAKERS OF
DISK
AND
CYLINDER
RECORD CABINETS

Write for Booklets and Prices.
They will interest you.
Catalog just out. Have you got it?

THE UDELL WORKS
Indianapolis Indiana

horns or any metal, quick and bright, and the same polish is recommended for cabinets and guaranteed not to contain any acid.

WEIGHT OF THE SOUND-BOX.

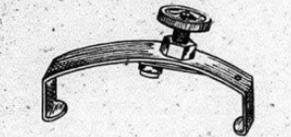
Thomas Robinson says in The Talking Machine News: "From time to time readers have been given their opinions for and against the different types of machines, and have asked about the weight the sound-box should be on the record, the life of the record and the length of the record. I notice you say the weight for a disc machine should be not less than five and one-half and not more than six and one-half ounces on the record. Here is my experience: Some 18 months ago I bought a disc machine of high-class make with straight arm, which, after using a short time, I thought the weight seemed too heavy on the record, as the records soon were out. So I decided to shorten the arm about one and a half inches, so as to reduce the weight on the record and the result turned out satisfactorily; it altered the weight to just about 40 ounces. A few nights after I had finished the alteration, a friend came in, heard the machine and bought it straightaway. I then bought a tapered arm machine, which, when I weighed the arm and sound-box turned out to be six and one-half ounces on the record, and here is the result: My friend's records are as good as new, while most of mine are done for and the others following very quickly. His records were purchased at the same time as mine so that here is proof that there was too much weight."

REVOLVING RECORD RACK.

J. A. Stillings makes inquiry if there is a revolving record rack on the market. We may say that the very thing that Mr. Stillings is looking for is advertised by the Syracuse Wire Works, of Syracuse, N. Y. In another part of this paper, it will hold 1,000 cylinder records, and can be easily moved. It occupies but little space, being only thirty-three inches square, and as it hangs on ball-bearing cones, it can be easily turned so as to show and secure any key number instantly. It is compact, cleanly and convenient, and will be found most convenient where wall space is

not plentiful. We understand that it already has won tremendous favor, and very justly. **IMPROVEMENT IN SOUND BOXES.**

In answer to a correspondent we may say that the claims made for the Star modulator made by the Star Novelty Co., of Grand Rapids, Mich., are, that it makes the records more distinct, removes the grating sound in the largest degree, will obtain any strength of tone (requiring particular attention in hand records), and all variations of tone can be made while the instrument is playing. It will not injure the diaphragm, and there is no loss of detail in the semi-tones or lower notes, no matter what the modulation is. The principle on which the results are attained



with the modulator is one of the simplest known to modern physics, namely, a damper applied to a resonant body at the point of greatest vibration (same principle is applied in adjustment of all resonant vibrating bodies), and in this case it forms a backing to the needle arm, thus stopping those wild vibrations (caused by unevenness of the record and which distort the tones) and holds all the tones at a common level with each other, thus making the records more distinct.

NEW MECHANICAL FEED DEVICE.

The Talk-o-phone Co., of Toledo, O., have embodied a new principle in their machines, which they describe as follows: "The reproducer on all disc record machines has heretofore been dragged across the record by the needle, which always produced the grating, grinding sound, so obnoxious. To do away with this unpleasant noise and reproduce only the pure musical tones, we have perfected, and now supply on all talk-o-phones, our new mechanical feed device. This

is an arrangement, shown on out, which propels the tapering arm across the record entirely independent of the action of the needle. One can appreciate the great difference in tone resulting from this. In addition to the entire freedom from the grating sound, this new device is a great record saver, and increases the life of the record one hundred per cent. All new talk-o-phones are also equipped with the taper arm."

ATTACHMENT FOR TELEPHONE.

The disadvantages inevitable in telephoning have been partially overcome by an instrument of foreign make, though the general serviceability of the device has not been demonstrated by usage in this country. It may be described as an ordinary telephone with a phonographic attachment, says the World's Work. While Mr. Jones is in his office the attachment is not in use, but on going out he connects it with the telephone. When some one calls for Mr. Jones over the telephone the phonographic attachment responds something after this fashion: "Mr. Jones is not in. This is a phonographic receiver speaking. Kindly give me your message and I will repeat it to him on his return." On coming in Mr. Jones sees from a signal that a message is awaiting him. He takes the receiver and the phonograph delivers the message (perhaps there are many) that have been confided to it.

Clark Horricks Co. is one of the oldest talking machine dealers in Utica, N. Y., also the first dealers and jobbers in their city. They are now jobbers of both the Columbia and Edison product, having recently taken up the entire new product of the former. Among the machines of their initial order were twenty of the Twentieth Century graphophones. They have already had phenomenal success with these machines. Mr. Robinson, of the firm, who has entire charge of the talking machine department, is accountable for the large sale of this type machine. He is a hustler, and knows his business.

The Tietz Music Co. of Albany, have had a giant phonograph made for them for use in large halls.

10-INCH ZON-O-PHONE RECORDS

\$1.00 Each

\$10.00 Dozen

WE WILL ADD TWENTY-FIVE NEW 10-INCH RECORDS EACH MONTH.

ADVANTAGES.—Our Record thread is finer, thus making our record play longer than other 10-inch records. Our material is harder and surface smoother (less scratches).

Zon-o-phone Concert Band.

271 **Chicken Charlie**

Racke cake walk. The trio introduces some rooster's crowing and a very fine reel effect, answered by the basses and trombones, the loud and soft effects being especially good.

272 **Overture, Morning, Noon and Night**

This is without doubt one of the best records ever made of this celebrated composition. The brass is very loud and clear, the introductions, then the reel effects follow. The crescendos and brass effects are particularly good.

273 **Our Leader**

This march is particularly clear and brilliant and the quality of the various instruments is very fine.

274 **Under the Double Eagle, March**

This introduces some great trumpet effects and the bass solo is of the great feature of this favorite number.

275 **Vienna Beauties**

A great concert waltz. The reel effects are particularly good, while the brass and the basses are bright and stumpy. This waltz is played in concert style.

276 **Zon-o-phone Medley March**

Bright, popular two-step medley which can be used for dancing. It introduces "Dance Down in the Subway," "Dear Little Girlie," and "Picnic for Two."

Hager's Orchestra.

277 **Catch of the Season, Medley March**

A bright and catchy record of this production and introduces many string and reel effects.

278 **In the Shade of the Old Apple Tree**

A good medley march and introduction. Down in the Subway, and can be used for dancing. The brass and the basses are of very good tone quality and the introduction is of the best.

279 **Keep a Little Cozy Corner in Your Heart for Me**

A medley two-step, introducing "Don't Be So Mean," can be used for dancing.

280 **Paddy's Day**

A medley of popular airs, introducing "Paddy's Day," "I'll Be Waiting in the Gloom," "Sweet Greeneye," "Come Along Little Girl," and the "Hindoo Man." The bells are very bright and the bottom introduced is very effective.

281 **Take a Car, Medley**

A good waltz medley which can be used for dancing.

282 **Wiener Blut**

"The King of Kings" most popular waltzes, introducing many fine reel effects. The Euphonium obligato is very effective.

283 **Clarinet Solo by Theo. Pusinelli with Orchestra Accompaniment.**

A very soft and effective record of this celebrated air. The orchestra effects are very good and the orchestra effects of the violins are particularly good.

284 **Flute and Clarinet Duet by F. S. Mazzotta and Theo. Pusinelli, with Orchestra Accompaniment.**

The tone quality is exceptionally good, and the various effects in the trio where the violin, oboe and bass clarinet effects are introduced are particularly good.

285 **The Butterfly**

The tone quality is exceptionally good, and the various effects in the trio where the violin, oboe and bass clarinet effects are introduced are particularly good.

286 **Whistling Solo by Joe Belmont with Orchestra Accompaniment.**

This introduces a whistling obligato and can be used for dancing.

287 **Songs with Orchestra Accompaniment.**

Can't You See I'm Lonely Billy Murray
A lover's appeal after a quarrel with his sweetheart, composed by Harry Armstrong.

288 **Down Where the Silvery Mohawk Flows**

One of the popular sentimental ballads so often sung with illustrated pictures.

289 **Good-bye, Sweet Old Manhattan Isle**

Harry Talty
One of the hits in the "Ham Trio," showing there is no place like New York after all.

290 **In Dear Old Georgia**

Harry Talty
A worthy successor to "In the Shade of the Old Apple Tree," and by the same composer.

291 **In My Merry Oldsmobile**

Collins and Harlan
A catchy song telling of the fun in taking a spin with your best girl.

292 **In Timbaloo**

Duet by Collins and Harlan
A monkey ditty by Theo. Morse, introducing clock, etc., and a fine orchestra accompaniment.

293 **Leader of the German Band**

Bob Roberts
Illustrating the different nationalities in the band and the different instruments they play, ending with a waltz with the good old Yankee Doodle.

294 **Life's Dream is Over**

Duet by Miss Corinne Morgan and Mr. I. F. Harison.
A pleasing record of this beautiful selection adapted from Adler's "Abe."

295 **My Irish Maid**

Billy Murray
One of the hits from "Rogers' Boys in Ireland."

296 **My Norine, My Colleen**

Frank Howard
No Irish ballad by Dave Reed.

297 **Nobody**

Bob Roberts
By Bert Williams, of Williams and Walker. The smart sayings of the Mr. Nobody whom who is without a friend are very amusing.

298 **Oh That We Two Were Maying**

Duet by Miss Corinne Morgan and Mr. I. F. Harison.
A good record of this favorite selection which has been one of our best sellers for some time.

299 **What You Going to do When the Rent Comes Round**

After losing all his money gambling, Rufus Rastus Johnson Brown goes home on a cold, weary night to find himself locked out, while his wife, reminds him of the state of Bill Beldy.

300 **When the Harvest Moon is Shining on the River**

Frank Howard
A pretty, sentimental ballad by S. B. Head.

301 **Would You**

Frank Howard
A pretty ballad by Evans Lloyd.

UNIVERSAL TALKING MACHINE MFG. CO. 28 WARREN ST. N. Y. N. Y. N. Y.

ONLY THE STORY OF A SONG.

AND OF A TALKING MACHINE RECORD AND ITS ORIGIN.

(Written specially for The Talking Machine World by Howard Taylor.)

One night on the train, speeding homeward from the office, I looked over my evening paper into the eyes of my friend Jones, who sat across the aisle.

"Come over, old man, I want to see you," he called.

I obeyed his summons with alacrity, for Jones is rich, and makes a specialty of evening stag parties at which I am often fortunate enough to be present. I scented something good, as I took my seat beside him and waited for him to ex-

plain. He did not keep me waiting, but plunged into the heart of the subject at once.

"Jim, have you an engagement for to-morrow night? No? Good! I am going to give a phonograph recital; you've heard some of my records, so you will know about what to expect in the way of entertainment. I have some new ones, too; there is one in particular that I am anxious for you to hear."

The train was slowing up by my station by this time, and as I arose from my seat and started for the door, Jones' voice drifted out to me, "Don't forget to-morrow night; I shall expect you!"

I waved my hand to him in token of assent. "All aboard!" shouted the conductor, and the train rumbled on, leaving me to bathe in the prospect of a pleasant time ahead.

The following evening found me one of a merry group in Jones' music room, seated around the spacious horn, from which so often in the

past had come to us, melody, humor and eloquence.

Jones showed us a record, assuring us of its great value, not only from a phonographic standpoint, but from its associations as well.

"It was given to me by a friend of mine, fresh from a tour of Mexico, and the artist is a poor peasant girl. I will play it, then read you its history."

He started the machine, and soon we were listening enraptured to a wild song of a Mexican

"time," our host said, laughing, and after handing around some choice Havanas, he took from the table at his side a magazine which was devoted, he gave us to understand, to the interests of talking machines and their patrons. "The article in question," he continued, "was furnished the editor by my friend, and the foundation of the narrative is true."

"Go on! Go on! The history! This history!" we cried out in our impatience.

"I pray you to be patient, my lords," he answered us with mock gravity. "Your lust shall be satisfied ere long. In the meantime, let me say that a brief oral explanation is necessary. Listen: This song, which you have just heard, and the history I am about to read you, are founded on a gold mine in Mexico—to be more explicit, at the town of La Luz."

"Years ago this particular section was the hotbed or center of the French under Maximilian's regime. It was imperative that their stronghold should be taken, as the rich mines supplied the sinews of war—gold. After several fierce battles, the Mexicans under Jurás were successful, and imprisoned the miners. This allowed the mines to become submerged, and a town of some thirty or forty thousand dwindled down to one of three thousand. In the bottom of the mine, for which the town of La Luz was named, a wonderfully rich body of ore was discovered, it being the shape of an arch, and as the ore showed many colors, the miners named it *Arco, Arco* of Hope."

"The wild, weird song that you are about to hear was written, portraying the emotion and hopes of the people for the restoration of the old mines which could only come through the unwatering of the same."

Then devoting himself to the magazine, he read us the following:

LA LUZ.

A PHONOGRAPHIC TALE OF A MEXICAN GOLD MINE.

The torrid sun was disappearing over the western mountains, lighting up the ore dumps with its crimson rays, and casting a halo about the head of Carmen as she sat before the casa, softly thrumming here guitar, and singing a Mexican love song in her rich soprano. Ah, how she loved those ore dumps, for they brought life and joy to her dear Jose. Years ago an English company came to La Luz and ordered the Mexicans from the dumps, the white mounds where lay the gold which would buy them bread and meat, and their Senoras each a showy kerchief and a lace mantilla. But now it was one great Pest. The English company had failed to extract the water and had gone back to far-off England in disgust.

No more was Jose poor and idle, but with the gold he brought to his little black eye, sweet-

heart, they were planning a joyous future.

Two wonderful things are love and gold.

Beside her, upon a rustic bench, rested baskets of freshly plucked strawberries, which she was about to offer for sale up at the hotel where dwelt the Americans. They would admire her eyes, give her money, and perhaps a kiss or two in return for her luscious fruit. She had aside her guitar with a sigh, but it was a sigh of content, and bent her supple body to better grasp the baskets. It was then from beneath her dimpled arm that she spied Jose coming toward her, his bag of ore upon his back, his serape flapping in the balmy wind. She waited for him there, a smile of love upon her pretty face, her blushes quite as ruddy as the berries which were her burden. He came to her, and threw his bag upon the ground at her feet, with a muttered curse of despair.

"It is to be as before, *Caramia!*" he cried. "The Americans are coming. They have bought the mines and the dumps. No more can I go to pick gold for you, dear one. They will drive us away as wild the English, and we shall starve again. I had them. I could slay them as I would a pack of dogs! I curse them! May the mines fill with water forever, may their gold turn to barren rock, may the name *La Luz* be their watchword no longer, but may it lead them to hell, where they belong."

"Jose, do not talk so—you forget yourself. I am going to the Senors now. See, I have my berries picked and ready. I will offer them in my sweetest voice, and then I will sing them a song of the mines. While they are applauding me, quick I will cry, 'Senor Americans, do not take away from us our mines and dumps; they are our lives, Senors. Leave them to us or we die!' Then, Jose, the Senors will bow very low to me and answer with laughter in their eyes, 'As the little Senorita wishes, so shall it be.' Ah, they are generous and good, those Americans, and they will not take away from us our daily bread."

"Bah! you talk tows, Carmen. They will let us starve, I tell you. Do you know what it is to starve, *Caramia!* No? Then I will tell you. Starvation, Carmen, is more horrible than a stiletto thrust; that is over in a moment and the soul has gone to rest, but when hunger comes, you die for days and days, for weeks and weeks, suffering the tortures of the damned, but still living to pray for death, until at last you have wasted to a shadow, and your bones break through your skin. Such is starvation, such is the thing that will come to you and to me when the generous Americans draw near to *La Luz!*"

She interrupted him with a scream of terror and fled away toward the town, her baskets swaying with the speed of her running. He looked after her until she faded into nothing, then he threw himself upon the ground, and buried his head in his calloused hands.

NOTICE

On account of the metal market, it will be impossible to have our attachment ready for the trade before Xmas. It will pay you to wait and see how simple it is.

Guaranteed or Money Refunded



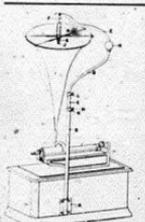
EDISON COMPANY
Newark, N. J.

Rapke's Specialties

Rapke's Upright Horn Supports

(Patented)

For any Cylinder Machine.
Will support any size Horn.



About Rapke's Labels for Edison Records consult the Edison Phono Monthly, November, 1905, Page 10.

ORDER THROUGH YOUR DEALER

VICTOR H. RAPKE
Manufacturer and Jobber
1661 2d Avenue,
NEW YORK.

CHAPTER II.

The hotel patio was filled with a crowd of American gentlemen, mining engineers by profession, sent by their company to inspect and report upon the ore dumps and the mines beyond. They were a jolly lot, for success had crowned their labors, and their leather-banded note books bulged with news to set hearts bounding merrily when they should return home and tell of their findings. They sat there over their cigarettes, building castles in the air, dreamily gazing into the rosy future, when the mines long idle, should feel again the pulse of the drill and the hiss of the electric pump. La Luz! The LIGHT! It was shining for them now, it should go hand in hand with them for all time. They had come, they had seen, they had conquered. On the morrow they would journey back to the Territory of Uncle Sam, only to return to La Luz with the facilities at their command, to wring from old Mother Earth, her priceless golden store and chain her to their will. Then would come prosperity, riches, glad hearts, laughter and song. Ah, there is no tonic like gold.

In the midst of their dreaming a little maiden, good to look upon, garbed in the quaint and picturesque dress of the Mexican peasant girl, stood before them.

"Do you wish strawberries to-day, Senor? I have just plucked them; the dew of evening is still wet upon their cheeks."

"Buy them? Of course, we'll buy them." Tom Jackson rose from his wicker chair and came forward smiling. "Come, boys!" he cried, mean while assuming the nasal tone of an ardent auctioneer. "I bid a peso for the strawberries. Who will make it two?"

"Two!" came from somewhere in the crowd.

"Three! Four! Five!" followed in quick succession like the shots from a rapid-firing gun.

"Five! Going at five! Is that the best you can do, gentlemen? Going! going! gone! Sold to the good-looking man from Philadelphia for five pesos."

The gentleman in question swept the assemblage a graceful bow, at the same time placing five silver pieces in the brown and dimpled palm of Carmen.

"Ah, Senor, gracious adios, I have not the power to thank you. It is more than they are worth. I know not what to do with so much money."

Another bow, more sweeping and graceful than the former, answered her. No unseemly matador could have done it better. The boys clapped their approval vociferously, and waited for the speech they hoped would follow.

"Senorita," his voice was soft and deep as a cello in the hands of a virtuoso, "I, John Hancock, Esquire, of Philadelphia, United States of America, thank you from the bottom of my heart for your appreciation of my generosity. You, Senorita, are the first woman I have ever met who did not get the better of a bargain, and, then, still unsatisfied, cry for more. I congratulate

you, and beg leave to contribute still further toward your happiness. Allow me, Senorita, and he added still another piece to her silver hoard.

A storm of applause drowned the girl's stammered thanks. She stood there blushing prettily, and gathering her empty baskets for the homeward journey.

"Does the Senorita sing?"

"Yes, Senor mio; I sing with my guitar, but it is at my home. I cannot sing without it."

"Juan!" In answer to the call of his master a Mexican lad appeared at the doorway.

"What is it the Senor wishes?"

"Bring me my guitar, Juan."

"Yes, Senor."

When he had brought it the American picked the strings lightly for a moment, then drifted idly into La Luz, the Song of the Mine. He had chosen wisely, for La Luz was dear to the heart of every gold worker, and the eyes of the girl gleamed bright with pleasure.

"Can you sing La Luz, Senorita?"

"Yes, Senor."

Dropping her baskets, she placed her hands upon her shapely hips and burst forth into a flood of melody, Hancock accompanying her as she had never even dreamed of being accompanied before. He was a master of his guitar, she of her voice.

The crowd held its breath to listen:

LA LUZ.

In the solemn depths of the mountain's heart

Sleeps treasure that all men crave.

The talker's life, the dreamer's wish,

The dear-reward of the brave.

But a wild witch holds the treasure well

In her watery fingers tight;

'Tis hidden far from sun and star

In the gloom of eternal night.

But love shall vanquish her watery gloom,

For love is wise and bold;

He carries the light to the heart of the night,

And returns with a crown of gold.

When she had finished, her audience sat spellbound for a time, drinking in the last echo of her song, then huzzas and a rain of silver fell about her.

"Wait a moment, Senorita, please," cried Hancock, his voice tense with eagerness. "Juan, my photographer, will take a picture of you."

It was brought and set up on the veranda.

"Will the Senorita sing the song again? Sing it into the horn, please; I desire to try your voice."

She obeyed, rendering it even more beautifully than before. As she finished, the machine was made ready to reproduce, and then the record she had made was placed upon the mandrel. In all its original melody and expression it burst

forth upon the waiting company, and again tumultuous applause drowned every other sound.

"Senorita, I am glad to tell you that you have a very wonderful voice, and one especially adapted for this work. I am the representative of a New York talking machine concern, and have come to Mexico with Mr. Jackson here to make records of the voices of the singers of La Luz. I know, Senorita, you do not understand," he continued, as she shook her pretty head in perplexity, "but, listen to this, I will give you more gold than you have ever seen if you will come every day and sing into the horn for me. Will you?"

"Yes, Senor; I will come. It is grand—wonderful. I will run home to the casa now, and tell Jose he must not curse the Americanos, but instead he shall come here and thank the Senor for his goodness."

"Curse us? Why does he do that?" broke in Jackson, bewildered.

"Because, Senor, you come to drive him from



THE ORE DUMPS AND THE MINES BEYOND.

the ore dumps, and we will starve as we did when the English were here."

"Senorita, tell your brother, Jose—"

"He is not my brother; he is my sweetheart, Senor."

"Ah!" then, tell your sweetheart for me that he need not fear starvation. It is true he must keep away from the ore dumps; but we will employ him at good wages, The mine," he continued earnestly, "is rich beyond the mind of man to calculate, and Jose, after he has made the pretty Senorita Carmen his Senora, shall earn many pesos. Will he curse us now, Senorita?"

"No! no!" she cried, spreading her brown arms toward Heaven in her joy. "The tales Jose told me about the Americanos are vile lies. I will tell him so, and together we will pray to the Virgin that La Luz, The Light, may be your friend and guiding star forever. Again, I thank you, adios Senors." She threw them a kiss and was gone.

Jose was still lying upon his face before the door of the casa when Carmen returned. She knelt beside him there and poured the good tidings she had heard at the hotel into his ears. "For shame, Jose!" she cried. "For my sake, go



No. 552—OPEN.

HOLIDAY TRADE

may be increased by handling
**The HERZOG
Art Cabinets**
which excel all others in point
of beauty and care in detail
work.

A large variety of Cases for
Disc and Cylinder Records.
Leading Jobbers can fill your
orders promptly.

Herzog Art Furniture Co.
Factories: SAGINAW, MICHIGAN



No. 540—OPEN.

at once to the Senors and, upon your knees, ask their pardon.
 "I will go," he answered her. He arose and kissed her tenderly on either cheek, then wrapping his blanket about him, he strode away into the gathering darkness.
 As he walked on toward the abode of the Americans, he heard from the cast the sweet voice of his loved one singing La Luz.

"Fine; fine!" was our verdict as Jones finished reading.
 "There are two particularly good illustrations with the article which I think will interest you. They are taken from photographs made by my friend on the ground, and are therefore authentic in every detail."
 We found them intensely interesting, and a fitting finale to the song and its history. We heard many brilliant selections that night, but the image of the little Mexican soprano remained in our memories after the good-nights were said and we departed for our several homes.

THE END.

TALKING-MACHINE MEN BOWL.

Saturday evening last, in Harlem, at the Riverside Bowling Club, the Victor Distributing & Export Co., and the Blackman Talking Machine Co., New York, had a great time in a bowling match, in which the latter were victorious, beating their opponents two out of three games. The team from the V. D. & E. Co. were: Daniel Easy Mitchell (captain), Henry J. Haas, A. T. Doty, John Owens and W. S. Moffatt. The Blackman Co. were represented by G. G. Blackman (captain), J. Newcomb Blackman ("the White Blackman"), J. J. Blackman, T. Leary and A. Lewis. Following the match, Messrs. Mitchell and Moffatt challenged the two best men on the winning side, namely, Messrs. G. G. and J. Newcomb Blackman, one a bet, for two out of three games, the former capturing the purse. An elaborate spread at the expense of the losers, the conditions of the match, was enjoyed by the entire company present, about twenty, among which were the wives and sweethearts of the participants. During its progress the fair was of the liveliest kind, and when the cigars were lighted singing and toasts were in order until the wee sma hours.

PRICE'S EXHIBIT AT COUNTY FAIR.

An elaborate exhibit of Edison goods and talking machine essentials was made at the recent Poughkeepsie (N. Y.) Fair by the Price Phonograph Co., of that city. The display, occupying a conspicuous place, was arranged in a most striking and artistic manner, a plenitude of horns in various sizes and patterns, were handled to great advantage. Over fifty outfits were sold by the company during the continuance of the fair. Clinton B. Price, manager of the Poughkeepsie store, was in charge.

OPEN STORE IN RICHMOND, VA.

The Columbia Phonograph Co. have opened a branch store at 11 West Broad street, Richmond, Va. This makes two exclusive talking machine stores in that city, the other being the Ray Co., who for the past two years have built up a splendid trade in Edison goods.

CLARK WISE'S NEW BRANCH.

Clark, Wise & Co., of San Francisco, have found the talking machine proposition such a success that they have installed talking machines in their newly established branch house at Eureka, Cal.

TRADE NOTES FROM CINCINNATI.

Edison Commercial Phonographs in Great Demand—Other Wurlitzer Specialties Columbia Business Graphophone.

(Special to The Talking Machine World)
 Cincinnati, O., Nov. 11, 1905.

The Rudolph Wurlitzer Co. are having very great success in installing Edison Commercial Phonographs in leading business houses in this city. Mansaff Stiefel reports much interest being displayed in this machine by leading business houses. The Wurlitzer Co. are having quite a call for their marvelous automatic harp, while their trade in automatic pianos is assuming big proportions in all parts of the country.

The Commercial Graphophone made by the Columbia Phonograph Co. is also finding a good market in this section, and it is evident that the time is coming when commercial talking machines will be found in every up-to-date business house throughout this part of the country.

BEST HORN FOR RECORDING.

A New Orleans correspondent of the New Phonogram, in inquiring about "What kind of horn is best" for reproducing and recording, gives his own experience as follows: "I have two horns, one a thirty-inch, with eighteen-inch brass bell, and a 'morning glory' horn, thirty inches long and a twenty-two-inch bell. In all respects I find the 'morning glory' horn the best. It is a great improvement on all other horns. In recording I use a thirty-inch with a ten-inch throat, for singing, speaking tube for talking, and a small horn as used on the Gem for singers who have not very strong voices. I have met with a good deal of success in record making. An old gentleman here, who is eighty-one years, and has a splendid bass voice, made several records. Some I still have, and others he forwarded to his nephew in Belgium."

The Davies Piano Co., of Nashville, have opened a wholesale talking machine department in the building which they have just leased at the building at 215 North Fifth avenue, Nashville, Tenn., where they will handle a full line of Victor and Edison goods.

Linemoid Horns
 27 Styles 15 to 36 in. \$2 to \$15
 Manufactured by
CRANE BROS., Westfield, Mass.
 Discount to Dealers

The "Mega"
 A Distinctive Product.



For Cylinder Machines.
 Junior Flower 25 x 10 1/2 in.
 Senior Flower 32 x 23 "

FOR TALKING MACHINES.
 Senior Victor Flower 28 1/2 x 22 1/2 inches

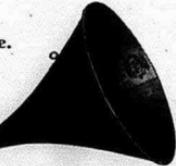
LOOK FOR THE TRADE MARK.



REGISTERED.

It represents all that is best in horn production. The "Mega" is made of a special pre-oxidized aluminum material. Heavier to rubber for its flexibility. Not to be compared with the so-called "Flute" horns made of straw board, the cheap and most fragile board made. Five years' output of "Mega" with an increasing demand from discriminating Dealers prove the "Mega" worth handling. Helps records. Run records for your trade in the "Mega." Prove to your satisfaction that they will sell records better than any horn on the market today. Ask your Dealer about the "Mega." If he cannot supply you write us direct.

Trumpet Shape.



For Cylinder Machines

Junior "Mega" 22 x 13 1/2 inches.
 Medium " 25 x 17 "
 Senior " 30 x 22 "

RECORDING "MEGA" Trumpet Shape.

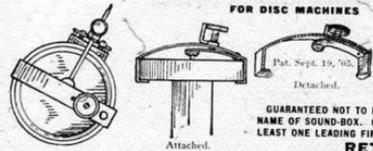


5 1/2 x 6 inches.
 Junior "Mega" 23 x 15 inches
 Concert Trumpet 25 x 25 "

All "Mega" lines restricted. May we send you our literature? It tells the whole story.

Makers: **E. A. & A. G. SCHIFFTEL**
 Broad St. and Masspeth Ave.
 MASPETH, Queens Co., N. Y.

AMAZING AND PLEASING
 ARE THE RESULTS OBTAINED WITH THE
STAR MODULATOR
 FOR DISC MACHINES



RECORDS MADE MORE DISTINCTIVE. REMOVES SCRATCHING. FINEER DETAIL AND ANY STRENGTH OF TONE WHILE INSTRUMENT IS PLAYING. THE RESULT OF OVER FIVE YEARS OF EXPERIMENTING. SCIENTIFICALLY CORRECT.

GUARANTEED NOT TO INJURE ANY DIAPHRAGM. SEND MAKE AND NAME OF SOUND-BOX. OUR PRINCIPLE HAS BEEN IMITATED BY AT LEAST ONE LEADING FIRM, BUT OUR RESULTS ARE NOT ATTAINED.

RETAIL PRICE, \$1.00

ENDORSED BY THE BEST AUTHORITIES.

Hawthorne, Shibley Mfg. Co., December 8, 1904.—"We desire to know if you would care to make an agreement with us to handle your Modulator exclusively."
 Columbia Phonograph Co., Cleveland, O.—"Sample received and we find it very good. Send a dozen soon as possible."
 Columbia Phonograph Co., Springfield, Mass.—"Send us two dozen Modulators same as sample received to-day. Want agency here."
 National Auto F. A. Co., Victor Agency, New Orleans.—"Sample received. Forward one dozen first express, with prices, in 100 lots."
 F. E. Adams, Helena, Mont.—"Send Modulator for Victor Concert. I think from experiments I have made that you have the right thing."

SEND FOR DEALER'S DISCOUNTS AND DESCRIPTIVE CIRCULARS. TALKING MACHINE SALESMEN WANTED TO CARRY THEM AS A SIDE LINE.

STAR NOVELTY CO., Office, 61 & 63 Porter Block. Grand Rapids, Mich.

ONE OF NEW YORK'S PROGRESSIVE TALKING-MACHINE ESTABLISHMENTS.



EXECUTIVE OFFICES VICTOR DISTRIBUTING AND EXPORT CO., NEW YORK.

When Daniel Mitchell assumed the general management of the Victor Distributing and Export Co., 77 Chambers street, New York, he instituted a business system that has greatly expanded their trade, both domestic and export.

The company's premises were also greatly improved and the view above shown of the executive offices, refitted and rearranged, presents a busy scene. Never before have they transacted a larger business in their territory than this year.

THE MONTH'S LEGAL HAPPENINGS.

Bearing on the circular letter sent the trade by the Victor Talking Machine Co., Camden, N. J., under date of Oct. 26, the following order has been issued by Judge Hazel, of the United States Circuit Court, sitting at Buffalo, N. Y.:

"Victor Talking Machine Co. and United States Gramophone Co. against American Graphophone Co. Order to show cause. Upon reading the affidavits of George W. Lyle and Paul H. Cromelin, verified November 8, 1905, herein and upon application of counsel for defendant, it is ordered that complainants show cause before me at Buffalo, N. Y., on the 13th day of November, 1905, at 10 o'clock A. M., why an order should not be granted compelling them to send out to every person or concern to whom they or either of them has already sent or caused to be sent, the circular letter of October 26, 1905, a further letter stating that the decree of this court has been suspended pending appeal, and that the same does not operate against the Columbia goods of this defendant, and why such other and further relief should not be granted as the equity of the case may require. And in the meantime and until further order therein, it is ordered that complainants and each of them and all persons acting for or in association with them shall forthwith refrain from sending out the circular letter of October 26, 1905, or any letter or statement substantially similar thereto or of the same purport."

The hearing in the suit of the American Graphophone Co. against the Universal Talking Machine Manufacturing Co. and the American Record Co., in which the joint defendants are charged with violating the Jones process of duplicating disc records, set down for November 8, has been sent over to the December term of the United States Circuit Court, New York. The case will be called on the 2d. Its outcome is being watched with a good deal of interest by the entire trade.

The appeal of the National Phonograph Co. against the New York Phonograph Co., the injunction and accounting originally granted being stayed by the latest decree of Judge Hazel pending this hearing, will be argued in the United

States Circuit Court of Appeals, New York, at the December term. This finding will be final. An answer has been filed by the National Co. in the suit of the International Phonograph Co. and there the matter rests.

The Jordan, Marsh Co., of Boston, have greatly enlarged their talking machine department, which is in charge of E. B. Holmes. They are handling the Victor and Edison line.

BRIEF BUT INTERESTING.

As a sign of the times and how business is expanding the American Record Co., manufacturers of the famous "blue records that beat the band," ordered last month 25 new presses on a hurry order for their plant at Springfield, Mass.; the Universal Talking Machine Manufacturing Co., of Zonophone celebrity, 29 for immediate delivery for their pressing establishment in Newark, N. J., and the Leeds & Catlin Co., producers of the popular "Imperial" records, have purchased 50 presses on a jump for their factory at Middletown, Conn. This special machinery is all made by the Watson-Stillman Co., New York.

The Douglass Phonograph Co., New York, has put in a full stock of "blue records," and thereby the American Record Co. has secured one of the leading jobbers of the country to carry their line.

A leaf-stalk dinner is being arranged to be given, in Brooklyn, N. Y., at an early date, at which half the guests will be 'talent,' and the remainder progressive dealers. "Casey" is the committee on menu and other details.

Defurrers were argued October 23 before Judge Holt, United States Circuit Court, New York, in two cases each of the Victor Talking Machine Co., and the United States Gramophone Co., against the Leeds & Catlin Co. and the Talkophone Co. The suits were in equity, and the bills of complaint alleged infringement of the Berliner patent for the manufacture of disc records. The motions were overruled by the judge in a memorandum filed November 2. The court gave the defendants leave to answer in thirty days.

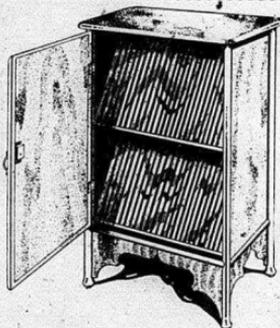
The Standard-Metal Manufacturing Co., of New York, are receiving many compliments about the beauty of their Morning Glory horn, which is illustrated in their advertisement in this issue. The crystal or mother-of-pearl effect on the outside is very attractive, and lends an air of beauty to the horn which is making it a tremendous favorite. The line of horns carried by this house is exceptionally large, and well worthy of investigation.



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.



BETTINI PHONOGRAPH CO.
LIMITED

THE MOST CENTRALLY LOCATED
JOBBERS OF

**All Phonographs, Supplies and
Accessories.**

156 West 23d St., Adjoining NEW YORK
8th Ave.
Telephone, 3173 Chelsea.

NOTE THE FOLLOWING STORES:

F. G. LOFFLER, 245 Bergantine Ave., Union Hill, N. J.
R. G. WARNER, 117 Court St., and 1213 Bedford Ave.,
Brooklyn.
P. METZNER, 1836 Fulton St., Brooklyn.
J. A. PARKER, 1030 Bedford Ave., Brooklyn.
SOL. LAZARUS, 806 First Ave. and 1425 First Ave., New
York City.
J. J. HOYLE, 102 Montgomery St., and 21 Exchange Place,
Jersey City.

WHEELING A BUSY TOWN.

Headquarters for the Talking Machine Trade in West Virginia.

(Special to The Talking Machine World.)

Wheeling, W. Va., Nov. 8, 1905.

Wheeling is undoubtedly the headquarters of the talking machine trade in West Virginia. A careful canvass of the situation in this city brings to light the fact that there has been exceptionally good business on all lines of goods during the past month.

Mrs. Wilson, manager of the small goods department of Roel & Glester, reports good business on Edison and Victor goods. The firm is receiving additional goods for holiday business and they believe this will surpass any season in the history of the firm.

House & Hammond, the instalment department store, are enlarging their graphophone department. These people are exclusive Columbia dealers and have made a great success of the Columbia goods since installing just two years ago.

The C. A. House Music Store is anticipating a great talking machine trade for the holidays. It is giving more space to this department and is installing a complete line of sheet music. This is

sure to be successful under the capable management of Miss Rock and Mr. Phillips.

The F. W. Baumer Co. report good business in their talking machine department. Miss Schrade, who looks after this department, is very much enthused with the prospects for business. They are receiving large invoices of goods to add to their already attractive showing.

Hard Bros., the only exclusive talking machine store, say that their business up to date is much greater than anything they had anticipated. They have made a wonderful success of the Columbia Twentieth Century graphophone, having opened several new deals for the use of this style of machine. They find it just the make for skating rinks and for entertainment to get crowds to theatres in smaller cities. Their instalment department is meeting with unbounded success. They have added two clerks to their force during the past month and are digging up good business, which they are holding by carrying a complete line of Edison, Columbia and Victor machines and records. An appropriate phrase which they carry in all their advertising is, "The best of all and all of the best." One day recently they sold a machine to a resident of Pittsburg and received an order for a specially finished record cabinet, to be shipped to one of New York's most exclusive "upper ten." There is nothing like knowing how to do things.

MR. GROSHUT'S GOOD TRIP.

J. Charles Groshut, manager of the Edwin A. Denham Co., on returning from a trip to Pittsburg, Pa., last week, said to The World: "My Pittsburg visit was extremely satisfactory, based on my sale of Clarions to the music and talking machine stores. One jobber there was willing to guarantee that if I stayed another week he would have sold a still larger lot of these machines to dealers in Homestead and other mill towns in the vicinity. Pittsburg dealers claim the Clarion is the finest Christmas novelty for its price in the market. The remarkable part of it was that dealers on the same street bought in large quantities knowing that the others had purchased. The trade there claim that the bright nickel-plated base and beautiful aluminum horn attracts the purchaser.

"The company," continued Mr. Groshut, "has been deluged with orders from dealers from Maine to California, and all who have received machines have sold them by the hundreds. We have opened branches in Washington and on 23d street and 125th street, New York, where large stocks of records and machines are kept. We will start branches in other large cities in the near future."

Tell your friends to read The World.

Leading Jobbers of Talking Machines in America

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

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

PITTSBURGH'S HEADQUARTERS for
EDISON and VICTOR
and everything else in Talking Machines, Records and Supplies
75,000 Edison Records; in stock
55,000 Victor Records; in stock
Buy from Headquarters
The Theo. F. Bentel Co. 632-634 Liberty Street, Pittsburg, Pa.

S. B. DAVEGA,
EDISON JOBBERS
VICTOR DISTRIBUTOR
Kaiser's Illuminated Signs for Edison, Victor and Columbia Records
32 East 14th St. New York City.

KLEIN & HEFFELMAN CO.
Canton, OHIO.
Edison & Victor
MACHINES, RECORDS AND SUPPLIES
Quickest service and most complete stock in Ohio

EDISON ZONOPHONE JOBBERS
Mellor's stands for Melody
Everything Musical that is the Best
319-321 Fifth Ave. Pittsburgh
C. S. Mellor Co., Inc.

Sherman, Clay & Co., San Francisco, California.
PACIFIC COAST DISTRIBUTION
VICTOR TALKING MACHINES
REGINA MUSIC BOXES
"Reliable" Self-Playing Piano
(ENDLESS ROLL, NICKEL DROP)
Send for Catalogue and Prices

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 December list.

PACIFIC COAST HEADQUARTERS FOR
EDISON PHONOGRAPHS
AND RECORDS.

Peter Bacigalupi,
766 Mission Street, SAN FRANCISCO, CAL.

EDISONIA CO.
NEWARK, N. J.
All Talking Machines
and General Supplies

HARGER & BLSH
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.

Minnesota Phonograph Co.
37 E. 7th St., St. Paul 518 Nicollet Ave., Minn.
THE BIG TWIN STORES, JOBBERS IN
Phonographs, Edison Records and
all kinds of machines and records.
49 different style horns. Orders filled same day as received. Try us NOW!

Jacot Music Box Co.,
39 Union Sq., New York.
Mira and Stella Music Boxes.
Edison and Victor Machines
and Records.

Are You in Need of a Prompt and Expert Repairer?
Albert Irving Skiff, Phonograph Expert.
Nothing too difficult—will give best satisfaction in repairing all kinds of Talking Machines, Reproducers, Hi-fidelity, etc. Dealers from all parts of the country will receive prompt and Managerial attention.
The Skiff Phonograph Store, 450-3d Ave., N.Y.C. Tel. 36th and 37th St.

P. RY H. WHITSIT I. M. WELLER
PERRY B. WHITSIT CO., Columbus, Ohio.
213 South High Street, Columbus, Ohio.
Edison Phonographs and Records
JOBBERS Victor Talking Machines and Records
Most complete line of Talking Machines and Records and Supplies in the west. Orders filled promptly

Atlanta Phonograph Co., Inc.
J. P. RILEY, Mgr., ATLANTA, GA.
Edison—That's All.
Get our prices on Horns and Supplies.

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

PITTSBURGH PHONOGRAPH CO.
VICTOR JOBBERS and EDISON JOBBERS
Largest and most complete stock of Talking Machines and Records in Western Pennsylvania.
Only authorized Victor Jobbers in Pittsburg.
Write for Catalogue.

Northwestern Dealers
who buy their Edison Goods from an set quick service and close to 100% of the records ordered. We carry the stock and take good care of our dealers. Try us.
McGREAL BROS., Milwaukee, Wis.

PRICE PHONOGRAPH CO.,
EDISON JOBBERS
Phonographs, Records and Supplies
Dealers near any of our stores can get what they want quick. Smaller (too small or too large) have our attention.
Main Brooklyn Store, 1760 Broadway, Brooklyn, N.Y.
Other Stores: 55 & 5d Ave., 80 Grand St., 29 Broadway Ave. 1st State Headquarters: 235 Main St., Poughkeepsie.

Some News in The Novelty World

Specialties which may be carried as a side line by dealers

Illustrated Post Cards.

Is the present picture card craze likely to die out like many other past fads and fancies, or will the present large demand continue? Such questions are oftentimes asked us by our subscribers. In answering which it might be well to take into consideration the history of this business in Europe, which commenced in Europe about twenty years ago, and has grown to very large proportions. The sale, instead of diminishing, has shown a steady increase throughout the world, and especially so in this country. Unlike the common fad, which takes the public's fancy, and which after a short period of time drops in price, the post card has risen, not in cost alone, but in quality, as the demand became more urgent for the higher class work. No novelty can stand the test of so many years unless it has worth; it must have something to recommend its continued purchase stronger than the fact it may have caught the momentary attention of some society "beau brummel." Therefore it is safe to predict at least ten years more prosperity for this line in America; in fact, many of the large publishers are firm in placing it at twenty.

A common error in the sale of these cards is that many dealers fail to take advantage of the suitable fixtures that can be had for the displaying of them. This in spite of the fact that there are many desirable racks on the market. The most suitable are such as will enable a large number of different sizes and kinds of cards to be shown at once, and at the same time do not take up too much space on the counter. They are supplied to dealers with either a large order of post cards, or else at a very moderate cost, and no store that handles the cards can well afford to be without them, for actual tests have demonstrat-

ed that the stands pay for themselves in a very short time by increasing the sale of cards. The World's novelty department will be pleased to answer any questions that are submitted by subscribers.

Leather Card Sofa Pillows.

A fad that has developed recently of which we made note in our October issue) in connection with the leather picture cards, is the combining of them to make pillow tops and whole pillows. This is accomplished in the following manner: When a collector has gathered together twenty-four different varieties of leather cards these can be punctured along the edges and laced together with leather laces to form a pillow top. Many of the dealers have already observed this tendency, and have had one or two pillows made up specially for display in this department. This is a good idea, for it suggests the scheme to the collectors and serves thereby to increase the sale of leather cards, which, when made up in this manner, are really far more attractive than when separate.

An all-card pillow, one with the front, back and sides made of them, will require sixty-four.

Post Card Albums.

Albums of all sorts are much in demand at present, yet not nearly as much so as they will be in the near future. The majority of card collectors will want them to arrange their collections, so that this branch of that craze should not be overlooked by retailers. Albums can be had at prices varying from 5 cents to \$6 each.

Instructions in Pyrography.

A highly instructive book bearing on the subject of pyrography, that can be had by dealers for \$5 per hundred copies, has recently made its

appearance. The publication treats this subject very fully in ten illustrated lessons, beginning with the selection of materials and ending with full details of guidance for the production of the most artistic figures, lines and shadings. Publishers' price for the instructor is 25 cents per copy.

An Illustrated Song Machine.

One of the greatest marvels of the age is the illustrated song machine manufactured by the Rosenfield Manufacturing Co., of New York, which is winning its way into a large measure of favor for arcades, cafes and all public places. An idea of the demand for these instruments may be estimated from the fact that over two thousand are already in use. They have proven tremendously popular, and the reason is obvious. The combination of beautiful illustrations which tell the story of the song, makes a valuable adjunct to the song itself. And this is what this machine does. The most delicate shades of nature are shown in the reproductions, and the entire forms one of the most attractive specialties placed on the market in many a day. In New York the Surprise Vaudeville Co., the People's Vaudeville Co., the Auditorium, the Decimo Co., and others handle hundreds of them, and as it is in New York, so it is elsewhere. To operate this machine a storage battery is not necessary. By simply connecting this machine to an electric lighting circuit the machine is ready for operation. It is generally conceded that it is one of the greatest money makers ever placed on the market and is worthy of investigation.

Outing and Sporting Goods.

Notwithstanding the late fall, winter goods have begun to move, the sales increasing as cold weather and the Christmas holidays draw near.

LAST CALL, GENTLEMEN!

If you require immediate November deliveries you will have to let us hear from you AT ONCE.

THE DENHAM CLARION PHONOGRAPH

1906 Model

List Price, \$5.50

The Hit of the Season—and the only really first-class phonograph sold at a popular price.

Licensed under the U. S. Patents of **The American Graphophone Company.**

Sold under strict price maintenance contract to bona-fide dealers only.



With **Aluminum Horn**, SPUN IN ONE PIECE. The base and all working parts **brilliantly nicked.**

All Clarions fitted with our new **anti-slipping device.**

THE EDWIN A. DENHAM COMPANY

Main Offices:
Telephone: 6924 Cortlandt.

NEW YORK

WASHINGTON

BERLIN

LONDON

31 Barclay Street, NEW YORK

the demand for hunting paraphernalia being especially heavy. The skating world also has awakened, and manufacturers are kept busy night and day filling the rush orders that come pouring in on them. The World sounded the warning some months past to the trade, and those who have neglected the placing of their orders early will have to suffer the consequences of their indifference.

Sweaters and other accessories of this line are in great demand, the former showing many novel features, the new double-breasted sack being very popular. Basketball, hand-ball and other indoor sports also command their share in the profits, which should by no means be ignored. The election, while affecting the trade somewhat at the time, seemed to add a stimulus when things were over, which more than compensated the dealer for the previous slack weeks. In fact, on the whole, fall business has more than fulfilled the most optimistic predictions of the manufacturers.

Parlor Card Games.

There have probably never before been so many meritorious card games, those of the parlor amusement variety, as there are today on the market.

Their popularity is due to the fact that the public demand them the year round, to while away the long winter evenings at home and the leisure time while in the country, or on the lawn during the summer. They are a fast indulgence by persons who, as a rule, do not haggle over prices, and therefore are good profit bearers. Talking machine dealers would find them a highly profitable line to carry among their novelties, especially at this time of year, as many people buy them as gifts during the holidays—any information in regard to which will be cheerfully furnished by our novelty department.

A PAYING SIDE LINE.

Talking machine dealers who have tried small musical merchandise as a side line have been pleased with the results accomplished. Musical merchandise "blends" perfectly with the talking machine line and has a drawing power which assists the dealer. Violins, accordions and other instruments can be displayed attractively and without taking up but little space in the rooms. Good holiday trade can be won through the mediumship of small goods. The "Durrro" line, famous on both sides of the Atlantic, is sold by Bugelsien & Jacobson, the well-known importers, whose headquarters are at 113 and 115 University place, corner 12th street, New York. They carry a splendid assortment of the various small goods, which are offered to the trade at consistent prices.

THE EXCHANGE SYSTEM.

According to a leading talking machine traveler, "the exchange system in vogue with the various disc record manufacturing companies has outgrown its usefulness. It is a scheme calculated to promote abuse from its inception. Dealers and jobbers alike desire to see it abolished with disc records sold on a reasonable cash basis, and an allowance made for old records by weight as scrap."

WILL HANDLE TALKING MACHINES.

Christian Schäfer, who has been an importer and dealer of music and musical merchandise in New York for fourteen years, handling only high grade lines, has added a talking machine department to his store at 1522 Third avenue. He has taken on both the Edison and Victor goods, the outfit being sold him by Victor H. Rapke, whose label system he has adopted. Mr. Schäfer will also keep in stock and push the Baske specialties. Mr. Schäfer is a professional musician of note. At one time he was an active member of the Philharmonic Orchestra, when the late Theodore Thomas was leader. He has also played for years in the orchestras of New York's prominent theaters. As Mr. Schäfer is greatly taken with the

talking machine proposition, he is bound to make it a pronounced success.

OPENS NEW STORE IN SEATTLE.

(Special to The Talking Machine World.)

San Francisco, Cal., Nov. 8, 1905. Frederic R. Sherman has returned from his Seattle trip, where he successfully superintended the launching of the new agency of Victor Talking Machines established for the Northwest by Sherman, Clay & Co. Mr. Sherman reports us, expectedly big success and returned just in time to escape the rainy season.

NEW MANAGER OF BROOKLYN STORES.

R. L. MacNabb, brother of John S. MacNabb, general manager of the Universal Talking Machine Manufacturing Co., and who was in charge of the Columbia Phonograph Co.'s branch store at Trenton, N. J., is now manager of that company's five places in Brooklyn, N. Y., the transfer being made on the 1st. The grand opening of the Columbia Co.'s new store at 215 Myrtle avenue, occurred on the 4th, and Mr. MacNabb's sales at the time ran into high figures.

EXPLAINS PSYCHIC PHENOMENA.

The Rev. Dr. I. K. Funk read a paper on "Psychic Phenomena" before the Presbyterian Ministers' Association, at 156 Fifth avenue, last week. He said that he did not regard spiritualism as being proved, but, on the other hand, he believed that there were many psychic phenomena which deserved careful investigation at the hands of scientific investigators. In his paper Dr. Funk said: "After much and careful investigation covering a number of years I think I am within bounds in saying that nine-tenths of what passes as psychic phenomena is fraudulent. The remaining one-tenth, coincidence would

explain some; some telepathy and clairvoyance would explain. It is the remainder of this one-tenth that gives pause to eminent scientists. It is altogether right that scientists should be conservative," he continued, "but not too conservative. In our own day, when Edison's phonograph was exhibited to the French Academy, the member Bouilland denounced the exhibitor and seized him by the collar, shouting 'Wretch! we are not to be made dupes of by a ventriloquist.'" In public addresses and literature the talking machine is much quoted these days.

WILL HANDLE COLUMBIA LINE.

Spaulding & Co., of Syracuse, N. Y., have recently taken up the jobbing of Columbia goods. This firm intend making a strong bid for the talking machine business this winter. They are putting two travelers on the road who will devote their entire time to the sale of Columbia goods. This firm have been giving nightly concerts with their Twentieth Century graphophones, and it has required a platoon of police to keep the streets clear.

REMOVES TO LARGER QUARTERS.

The Eclipse Phonograph Co., Hoboken, N. J., of which A. William Toennies is proprietor, are among the progressive up-to-date members of the industry, who are steadily enlarging their business—so much so indeed that they have been forced to remove from their present address at 205 to larger quarters at 202 Washington street, where they will be better able to cater to their growing trade.

Mr. Toennies reports business this fall as away ahead of last year. He has also many new specialties which dealers who wish to be up to the times will find of interest and value. Dealers should not hesitate to write him.



The Records manufactured by the United Hebrew Record Company are pronounced by all the Phonograph dealers of the United States to be

The Loudest, Clearest Records Ever Manufactured.

Thirty numbers are ready for shipment. You will make no mistake by ordering them in advance. Send for September, October and November supplements. All the thirty numbers are positively the latest, most popular songs of the Jewish stage.

THE UNITED HEBREW RECORD CO.,
257-61 GRAND STREET, NEW YORK.

THE PIANOVA COMPANY,

Manufacturers of

44 AND 65 NOTE ELECTRIC PLAYERS
with or without nickel in the slot attachment

SECURE THE AGENCY NOW.

117-125 Cypress Avenue,

New York.

They Made MONEY and So Can You!

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 holiday money. 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

EDISON THE MARVELOUS.

How He Works Out Ideas—Nothing Definite Known About Sound—Trouble With Soprano, Violin and 'Cello Records Now Mastered.

A gentleman who had the privilege and pleasure of visiting Thomas A. Edison at his laboratory in Orange, N. J., recently, says of him: "Edison will be exactly 59 years old next February; he is still a young man, in spite of the pressure at which he has played his life. In the laboratory buildings, where all experimental labor is done exclusively, there are only a little over 100 men employed; in the adjoining factory, where the phonograph and the moving picture machines are made, there are over 2,500 employees in the season.

"It is in the laboratory that the spell of Edison's imagination is over all, and yet the secrets are open to any technical observer, because there is really no scientific question about them. Edison would not fearlessly answer, since it is not the natural evolution of experimental changes that counts, so much as it is the character and a certain audacity of imagination in the mind of the inventor who is conducting them.

"Edison works with no apparent executive system. You may hunt almost anywhere for him in the various departments of his laboratory at any time. No one knows how many secrets are fermenting in his brain, nor the sequence of their development. Odd corners, enclosed works in the plain brick buildings of the laboratory, were shown to me as places where he snatched a little sleep when too absorbed to go home.

"His head mechanic, Fred Ott, probably the man who is closer to the magic of Edison's achievements than any other technical man, spoke of the period when the phonograph was evolving. "We never left this room, night or day, for weeks, till it was done," he said. "Our meals were sent in and we slept here."

"'Afraid the whole thing would go up in smoke," I asked.

"No. We were sure enough, but we wanted to get through—to do it."

"Now, Fred Ott voiced the germ that Edison had introduced right there.

"To do it.

"To nail the dream together so that it would never fall apart again. Yes, and to keep it up to date; to inoculate it with the virus of newly applied discoveries, year in and year out, so that it should be not merely a bit of still life, but a progressive energy, alive every minute. Edison himself carried all the weight of constantly impending failures to a triumphant practical value.

"He's as tenacious as a bulldog once he gets a hold of an idea, and you can't scold him or coax him to let go. Before he reaches for a thing he 'smells around' thoroughly to see if it's worth while, and, whenever he fails to get the intended result, he does not blame natural causes or bad workmanship; he just says, 'It isn't nature that's wrong; it's me. I'll keep at it till I know more.' There is an experimenting room in the laboratory devoted to the improvement of the phonograph. A. F. E. Wangeman, who bears a striking resemblance to Edison himself, is master of ceremonies here. He has surprises to show, if he wishes, that are not yet on the market. I heard one of them under pledge of secrecy. "We know nothing definite about sound," he said. "It evades reason at times and it tumbles upon us frequently by accident, but it is still one of the secrets of nature. We are experimenting constantly to get perfect tone. There is nothing now, however, that we cannot record. We had trouble at first with soprano voices, and later with violin and 'cello solos. We only put 'cello solos on the market about four months ago. No day is exactly like another. There is a constant though minute atmospheric change going on about us, so we try everything, no matter how absurd it may seem at the time, in an effort to catch nature in a scientific trap." What I heard will not be on the market for a year. Edison's policy is to mis-

trust a merely friendly aspect of nature until he has acquired her assurance of its practical truth."

After chatting about his wonderful storage battery and the incompleteness of other devices he is now working on, Mr. Edison was asked:

"The phonograph, at least, is complete?"
"Oh, no!" he replied. "The phonograph is a useful thing, and it's wonderful to see what pleasure it has given; it is the poor man's music, but we are experimenting, improving, discovering new things all the time in it."

And that is just the secret of Edison's success; he never reaches the final word of dis-



THOMAS A. EDISON.

covery. His imagination is always luring him into bypaths that no one suspects. In addition to his better-known patents granted in connection with the development of the electric lamp, the telegraph, telephone, the ore-milling machinery and storage batteries, his inventions include vote recorders, typewriters, electric pens, vocal engines, addressing machines, methods of preserving fruit, cast-iron manufacture, wire drawing, electric locomotives, moving-picture machines, the making of plate glass, compressed-air apparatus and many others.

All this shows clearly that it is not so much the result of wizard's magic as it is a plain, ceaseless genius for work, the imaginative audacity of a poet and hard-headed business which combine to make the man Edison.

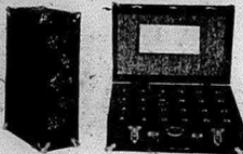
NOTICE!

Talking Machine
Jobbers and Dealers

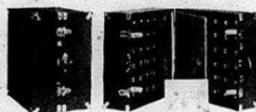
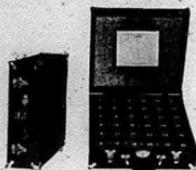
WE don't believe any firm is content with the amount of business they are doing. No business firm is. Every one realizes that there ought to be some way by which he can increase his business and increase his profits. We can increase your business more than double by adopting any one of our methods. We have 25 original propositions, any one of them worth hundreds of dollars to you. Write for full particulars—free.

O. W. Eckland & Co.
128 Dearborn Street, Chicago

TOPHAM'S RECORD CASES



FOR 24 WAX RECORDS.

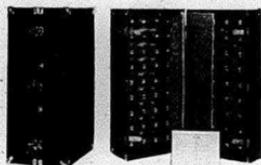
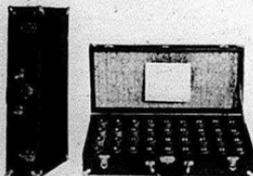
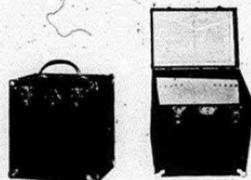
96 PEG CABINET CASE.
PATENTED.
Something Entirely New. Exclusive with Us.FOR 72 WAX RECORDS.
Square.FOR 36 WAX RECORDS.
Square.

THE PIONEER CASE MANUFACTURER

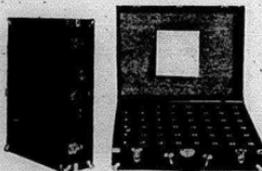
THESE Cases and Boxes are for the safe storage and carriage of Phonograph Records. They are the same style and quality I have been manufacturing for the past fifteen years, supplying the leading concerns in the country, such as the National Phonograph Co., and the American Graphophone and The Columbia Phonograph Cos. I have been constantly adding improvements from time to time until they are as nearly perfect for the purpose intended as can be, and at the same time the prices are lower than heretofore.

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

ALL CASES MADE WITH
SOLID WOOD BOTTOM

FOR 72 WAX RECORDS.
Oblong.FOR 36 WAX RECORDS.
Oblong.

MADE FOR 10 IN. AND 12 IN. DISC.



FOR 48 WAX RECORDS.



MADE FOR 12 AND 24 RECORDS.

Every up-to-date dealer will carry a full line of these cases and carry them where they can be seen.



CARRYING CASES FOR ALL MACHINES.

Has your salesman a suitable sample case? If not write us. Let us figure with you at any time on SPECIAL CASES.

JAMES S. TOPHAM, WASHINGTON, D. C.

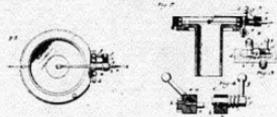
LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS.

(Specially prepared for The Talking Machine World.)

Washington, D. C., Nov. 13, 1905.

SOUND-BOX FOR TALKING MACHINES. ROBT. L. GIBSON, Philadelphia, Pa. Patent No. 801,979.

Heretofore it has been customary to provide the stylus lever or bar of a sound-box of a talking machine, such as a gramophone, with a socket to receive a stylus or needle point, and to clamp the stylus by a set-screw having a milled head with which to turn it. The objection to this has been that it is difficult to operate the screw because of its small size and location, the milled head cuts and abrades the finger and thumb, causing them to become sore, the



clamping of the stylus is slow and uncertain, and there is constant liability of losing the screw, as by constant use it becomes worn and loose. It is the object of the present invention to provide a suitable cam-clamp for the stylus-lever which shall overcome the above specified objections.

This invention in its preferred form comprehends the provision of the socket end of the stylus-lever with a transverse rotary or rocking cam-shaft, terminating in an operating arm by which it may be rocked. It further consists of a spring actuator to rotate the cam-shaft for normally forcing it into clamping position upon the stylus or needle.

Figure 1 is a plan view of a sound-box provided with the stylus-clamp. Fig. 2 is a transverse sectional view on the line A A of Fig. 1. Fig. 3 is a side elevation of part of the sound-box, showing the stylus-clamp. Fig. 4 is a cross-section, enlarged, on the line B B of Fig. 2; and Fig. 5 is a section on the line C C of Fig. 1 looking to the right.

PHONOGRAPH RECORDER, Chas. L. Hibbard, Orange, N. J., assignor to New Jersey Patent Co., same place. Patent No. 802,212.

This invention relates to recorders which comprise a cutting-stylus, preferably in the form of a small cylinder having a circular cutting edge, which stylus is held in a socket formed usually



of light flexible metal, such as aluminum. In recorders of this type as heretofore made the metal socket-piece has been provided with a flat portion, which is secured to the lower surface of the diaphragm by shellac or other adhesive material. This structure is defective, for the reason that the stylus-holder is extremely likely to become detached from the diaphragm, since it occupies an exposed position and is not securely held. This invention has for its object the provision of a recorder of this type which will be cheap

and easy to manufacture and which will be free from the defect pointed out.

Figure 1 is a plan view of the diaphragm which the inventor prefers to use in the construction of the recorder. Figs. 2, 3 and 4 are plan, side elevation, and front elevation, respectively, of the diaphragm and stylus-holder in their assembled relations. Fig. 5 is a section on the line 5 5 of Fig. 2.

PHONOGRAPHIC RECORDER, Niles Bryant, Battle Creek, Mich. Patent No. 802,135.

This invention relates to improvements in phonographic records and is particularly adapted for the use of piano-tuners or tuners of musical instruments, although it is desirable for use in other relations. The main object of this invention is to provide an improved phonographic record by the use of which a tone may be sustained for any desired period.

Referring to the drawing, this improved phonographic record is illustrated in the form of a disc A. The disc is provided with a central opening A' to receive the shaft or arbor of the machine on which it is to be used. A phonographic record is made on this disc, consisting of a series of concentric tone-circles or circles of indentations or undulations produced phonographically, each circle being made by a single or sustained tone. In the record illustrated there are thirteen of these tone-circles, representing what is known to musicians as the "equal temperament"—that is, thirteen notes within the scope of one octave. Piano-tuners usually lay the temperament within the octave F, in the middle of the keyboard, beginning with the note called "middle C," which is first tuned to



a tuning-fork or a pitch-pipe. F below middle C is then tuned, not to a perfect fifth, but slightly sharp, until there result three beats in five seconds. Next, the fourth below middle C, which is G, is tuned slightly flat until there results one beat per second. All the fourths and fifths must be tuned likewise, slightly flat or imperfect. By so doing the result is a perfect octave when the temperament is finished. This is necessary in order to produce harmony in the octaves when completely tuned. This method of

tuning requires a delicate musical sense and the most careful attention and skill. This invention includes the whole temperament so equalized as to give the operator an absolute guide. By placing the phonographic reproducer in the proper tone-circle any tone may be sustained for an indefinite period, so that the user may give his entire attention to the proper adjusting of the instrument which is being tuned.

PHONOGRAPH, Wilhelm Asam, Murnau, Ger. Patent No. 801,631.

This invention relates to the registering and reproduction of sounds, and has for its object



the reproduction of softer tones—such, for instance, as the human voice in ordinary conversation—or to faithfully register the sounds of a softer-tuned instrument playing in an orchestra.

In connection with the reproduction of sounds as hitherto usually accomplished the sensitiveness and accuracy of the reproducing instrument, and consequently the faithfulness of reproduction, are impaired by the fact that the pin or stylus connected with the vibrating membrane is charged with the work of transferring the vibrations to a blackened plate or of impressing them in a soft mass. In order to insure the requisite delicacy of operation necessary to the faithful reproduction of the softer tones, the membrane must be relieved of the work of itself performing the indentations. This object may be attained by the aid of photography; but



in the attempt to do so it is essential, first, that the vibrations be obtained in the form of the very finest lines, and, second, that those lines be then converted into impressions in a suitable mass by means of a further process, such as photographic bas-relief and photogravure. The photographing

Everybody wants them!

SOFTERTONE

Needles & attachments

FOR VICTOR EXHIBITION AND CONCERT, COLUMBIA, AND ZONOPHONE SOUND BOXES



SOFTERTONE NEEDLES reduce the volume and bring out every detail and shade of tone in the Record

Play Six Records

SOFTERTONE NEEDLES may be played on the same or different Records at least six times without injury to the Record—in fact, a Record will last three times as long when a Softertone Needle is used.

IMPORTANT: When ordering mention Name and Style of your Sound Box

The attachment for the Victor Exhibition Sound-Box also fits the Columbia and Zonophone Sound-Boxes. Price, Softertone Needles, in packages of 200, 25 cents. Price, Softertone Attachments, each 25 cents. Dealers' discount same as they are receiving on Victor machines.

FOR-SALE BY **LYON & HEALY** CHICAGO

of sound-waves for this purpose has been heretofore attempted with greater or less success; but the methods employed have usually been open to the objection that the resultant lines are not of a sufficient degree of fineness and delicacy to constitute a satisfactory graphic representation of sound-waves.

Generally speaking, the present invention is based upon the fact that if a very fine and light lever is mounted with one end connected to the vibrating membrane and its other end disposed in front of a very thin slot in a stationary wall behind which a light-sensitive film is moved, that portion of the sensitive film lying in the shadow of the vibrating lever will represent in the form of a white negative line, the exact expression of the vibration of the membrane. Since in this case the direct rays of light come into play and the lever and slot are made as fine as is possible, the fineness of the program is correspondingly accurate in the finest details. As a support to the light-sensitive film a drum or disc is advantageously used, to which is imparted a rotary movement and simultaneously a progressive axial movement, whereby the white sensitive line upon the surface of the film is in the form of a continuous spiral of sound-waves. The employment of a disc facilitates the subsequent conversion of the photographic lines into the depressed sound-lines of the phonograph or gramophone disc. The fact, however, that the speed of the disc must be accommodated to the decreased circumference near the center of the disc renders it difficult to utilize all of the space thereon, and consequently the use of a drum as a support is preferred, since the spirals on the drum are of the same size, and consequently a uniform speed of rotation may be maintained.

In order that the invention may be readily understood, reference is made to the accompanying drawings, in which is shown fragmentarily an embodiment of the invention which is specially adapted for the accurate reproduction of sound-waves from the membrane of the speaking apparatus by means of photography.

In the drawings, FIGURE 1 is a perspective sectional view of one embodiment of the invention. FIG. 2 is a top plan of the diaphragm and lever. FIG. 3 is a detail showing the arrangement of the light aperture. FIG. 4 is a side view of a modification, and FIG. 5 is a top plan of FIG. 3.

TALKING MACHINES AND THEIR USES.

What is the educational value of the talking machine? There we touch the scientific bedrock which sooner or later will decide the machine is to live beyond the period when as a fad it is amusing. Let us take a trial example. As a person, unskilled in the technicalities of music, but passionately fond of music—and there are millions of that condition—wishes to know a little more of the masterpieces which form the classics of the musician. Possessed of a good "talking machine," he can listen to works rendered by the best masters, he learns, instinctively, to discriminate between the mediocre and the excellent; he can listen to pieces without number to works rendered perfectly, and he unconsciously becomes a critic. Though he cannot play a note, he becomes critical, and in the future he takes an intelligent interest in music. What merely passes no longer fascinates him; he must hear what is good. In other words, the "talking machine" has educated him. Here we have a real use for the talking machine; it may be called "The Home Musician."

And there are other uses for this wonderful instrument. The trained singer, desirous of adhering to traditional renderings of famous songs or pieces, can place a record on his machine and hear how the maestri and prima-donnas have interpreted the works of the master. The talking machine is an infallible record of what has been done, and is a standard for the musician to attempt to attain. Eliminate the metallic tone, apparently inseparable from all the modern types of recording instruments, and this is instinctively done by any one with a musical bent, and then have a machine of almost incalculable value

to the musician. As the editor of Music so pertinently says: "He has in his house a record of the best, and he soon learns to appreciate it."

Again, we have the comparative utility of talking machines. Two or three important musicians have rendered the same composition. The critic has to attend a concert where the same piece is to be played or sung. He has not heard all the renderings, but to do justice to his critique he should be acquainted with what has gone before. Only the talking machine can supply his want. He can hear the many records which have been taken, and then he is in a position to write with authority. To the musical critic the "talking machine"—I hate the bastard term—is an absolute necessity, for it brings all important musicians of modern times into his study. He hears the records, and the impressions are fresh in his mind; his judgment is, therefore, sounder and his critiques of greater value, and on the critiques the reputations of many musicians depend. Here we find the much-abused "talking machine" acting as the best friend of the coming musician.

And as a record of the past! Generations yet unthought of can hear the voices and the playing of our present masters, and they will be benefited and assisted thereby. A hundred years hence Molli, Caruso and the dead Tannaz will delight the true musician, will instruct them, and inspire them to fresh efforts leading to advancement. As an educator, as a guide, a permanent record, the talking machine is invaluable, and has justified its place as a musical instrument.

Payment has been received in gold dust for talking machines sold in the Andes Mountains.

A PROGRESSIVE AMSTERDAM DEALER.

Mr. Wilkes is one of the bright talking machine men of Amsterdam, N. Y. He has recently moved into a new store at 12 Market street, having entirely outgrown his old quarters. Judging from what Mr. Wilkes says, and the appearance of his new store, it is easy to see that he is a thorough believer in the future of the talking machine business. Among the many up-to-date ideas which he has carried out in his new quarters are a number of private booths for the playing of records. One of Mr. Wilkes' chief advertising mediums this fall was his exhibition of machines at the various fairs. He caused a sensation at the Montgomery County Fair with his Twentieth Century graphophones. Mr. Wilkes carries a complete line of both the Columbia and Edison goods, and has one of the best appointed talking machine establishments in his section of the State.

The Blackman Talking Machine Co., 97 Chambers street, New York, are offering the trade an improved flower horn, the new features of which consist of a pointed ribbed bell, the ribs of which are reinforced with four thicknesses of metal. All strain is therefore thrown on the strongest parts and the horn standing on the bell will support the weight of a man without damage. This change has been made in view of the defects found in ordinary flower horns, which become so easily damaged at the edges of the bell. The improved horns are furnished with their usual baked-on enamel. Every dealer should write for quotations, which are very low.

The Question Is—

Do you want the best Record made?

If So,

BUY THE IMPERIAL



Mr. Dealer:

The success of your talking machine business depends upon the ability of your jobber to give you prompt service

"OUR DEALERS SUCCEED"

JAMES I. LYONS

Wholesale Only

194 E. VAN BUREN ST.
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We job all makes of machines and records

Send for our complete alphabetically arranged list of all makes of records. This is Issued monthly.

THE NICKLIN COIN-OPERATED PIANO

(PATENTED THROUGHOUT THE WORLD)

The Perfect Self Playing Piano. It Operates 50 Per Cent Easier Than Any Other.

The Nicklin Coin-Operated Piano

The ONLY Perfect Coin-Operated Piano.

POSITIVE IN ACTION. SLUGS WILL NOT OPERATE IT.

We also Manufacture the "Pianotist" and "Nicklin" Piano Players, which can be fitted to any Upright Piano.

Good Territory Still Open. Write for Catalogue "T.M.W." and Discounts

PIANOTIST COMPANY Factory and General Offices: 133 WEST 24th STREET NEW YORK

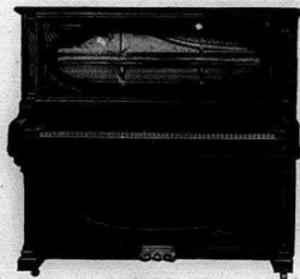


Big and little dollars

There are two ways of looking at your business.

If you can make two dollars where you made one before, it is worth considering. The Piano business is not what it used to be. You know that as well as we. The Nickel-in-the-slot Piano is *the money making proposition*. Cultivate the automatic Piano Player business in your town with the **PEERLESS COIN OPERATED PIANOS**. You will find easier sales, quicker and larger payments and consequently quicker profits. Why? They are the Highest Type of Perfection and do not get out of order. They yield a good big profit. They will take only their own perforated rolls, giving control of the sale of the rolls and they will reach more kinds of people than any other piano, as well as advertise your business.

Think about it, but don't think too long. Some territory still open. Very interesting literature upon request.



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LET US FORGET

These Instruments received the Highest recognition at every Exposition within the last five years.

**Highest Award
and
Gold Medals.**

**Buffalo, 1901.
St. Louis, 1904.
Portland, 1905.**



STYLE 44.

ROTH & ENGELHARDT

(Props. Peerless Piano Player Co.)

WINDSOR ARCADE

FIFTH AVENUE

NEW YORK



A Heavy Holiday Trade In Edison Phonographs

MONTHS of forceful magazine advertising, and an extensive newspaper campaign commencing in October, backed by the intrinsic merit of the Edison goods, have paved the way for an enormous holiday trade. Edison dealers all over the country are increasing their stock to meet this great demand. You still have time to add a line of Edison Phonographs and Gold Molded Records, and

Get Your Share of this Business

There is a profit of 66 $\frac{2}{3}$ per cent. in every dollar invested in Edison goods, and they bring into your store a most desirable line of customers. The National Phonograph Co. will not allow the slightest cut in prices, and refer all inquiries from their extensive advertising to the local dealer. You cannot make a more profitable move than adding the Edison line. Write to your nearest jobber or to us for full particulars.

National Phonograph Co., 54 LAKESIDE AVE. ORANGE, N. J.

31 Union Square, New York

304 Wabash Avenue, Chicago, Ill.

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Albany, N. Y.—Finch & Hahn.
 Allegheny, Pa.—Henry Braun.
 Allentown, Pa.—C. C. Ackbach.
 Atlanta, Ga.—Atlanta Phonograph Co.
 Baltimore—E. F. Droop & Sons Co.
 Bangor, Me.—S. I. Crosby Co.
 Birmingham—The Talking Machine Co.
 Boston—Boston Cycle & Sundry Co.
 Eastern Talk Machine Co. Iver Johnson Optic Cds. Co., C. E. Osgood Co., Reed & Reed.
 Brooklyn—A. D. Matthews' Sons, Price Phonograph Co.
 Buffalo—F. A. Powers.
 Canton, O.—Klein & Heffelman Co.
 Chicago—James I. Lyons, Talk. Mach. Co., The Vim Co., Montgomery Ward & Co., Rudolph Wurlitzer Co., Baboon Bros., Lyon & Healy.
 Cincinnati—Itzen & Co., Rudolph Wurlitzer Co.
 Cleveland—Eclipse Musical Co.
 Columbus—Terry E. Whitall Co.
 Dallas—Southern Talking Mach. Co.
 Dayton, O.—Nichols & Dohse.
 Denver—Denver Dry Goods Co., Heat Music Co.
 Des Moines—The Vim Co., Hopkins Bros. Co.
 Detroit—American Phonograph Co., Grinnell Bros.
 Erie, Pa.—William Werner.
 Elmira, N. Y.—Elmira Arms Co.
 El Paso, Tex.—W. G. Wals Co.
 Fitchburg, Mass.—Iver Johnson Sporting Goods Co.
 Fort Dodge, Iowa—Early Music House.
 Fort Worth, Texas—Cummings, Shepherd & Co.
 Gloversville, N. Y.—American Phonograph Co.
 Harrisburg—S. K. Hamberger.
 Houston—Texas Phonograph Co.
 Hoboken, N. J.—Eclipse Phonograph Co.
 Indianapolis—Craig Jay Co., Kipp Bros. Co., A. E. Wahl & Co.
 Kansas City, Mo.—Jenkins' Sons Music Co., J. F. Schmeiser & Sons Arms Co.
 Kingston, N. Y.—Forsyth & Davis.
 Knoxville—Knoxville Typewriter and Phonograph Co.
 Lafayette, Ind.—A. B. Wahl & Co.
 Lewistown, Pa.—H. E. Sides Cycle Co.
 Louisville, Ky.—A. Ray.
 Lowell, Mass.—Wardell.
 Memphis—F. M. Atwood, O. K. Houck Piano Co.
 Middletown, Conn.—Caulkins & Post Co.
 Minneapolis—Gruel Bros.
 Minneapolis—Thomas C. Hough.
 Mobile, Ala.—W. H. Reynolds.
 Montgomery, Ala.—E. J. Fenick.
 Nashville—Nashville Talk. Mach. Co., Ma-gruder & Co.
 Newark, N. J.—A. O. Petit.
 Newark, O.—Ball-Plintz Co.
 New Bedford, Mass.—Household Furnishing Co.
 New Castle, Pa.—W. C. De Forest & Son.
 New Haven—Pardee-Elzenberger Co.
 New York City—Bertini Phonograph Co., Blackman Talking Machine Co., J. F. Blackman & Son, del Bloom, I. Davago, Jr., S. B. Davago, Douglas Phonograph Co., H. S. Gordon, Harry Jackson, Jacob Music Box Co., Victor H. Kaye, Sigel-Cooper Co., John Wanamaker, Alfred Weiss.
 New Orleans—William Bailey, Nat. Auto. Fire Alarm Co.
 Omaha—Omaha Bicycle Co., Neb. Cycle Co.
 Orange, N. Y.—Frank E. Bolway.
 Oxnard, N. J.—James K. O'Dea.
 Panssacker—Pawtucket Furniture Co.
 Peoria, Ill.—Trenton Phonograph Co.
 Philadelphia—C. J. Heppes & Son, Ltd.
 Phoenix, Ariz.—Phonograph Co., John Wanamaker, Wells Phonograph Co., Western Talking Mach. Co., H. A. Weymann & Son.
 Pittsburgh—Theo. F. Bental Co., Inc., Kaufmann Bros., H. Kieber & Bro., C. Mellor Co., Pittsburgh Phonograph Co., Talking Machine Co.
 Portland, Ore.—Gives & Co.
 Portland, Me.—W. H. Rose & Son.
 Portland, Ore.—Gives & Co.
 Poughkeepsie, N. Y.—Price Phonograph Co.
 Providence, R. I.—Dea Co., J. A. Foster Co., Household Furniture Co., J. Samuels & Bro., A. T. Scattergood & Co.
 Quincy, Ill.—Quincy Phonograph Co.
 Reading, Pa.—Reading Phonograph Co.
 Richmond—Magruder & Co.
 Rochester, N. Y.—Dreinger, Mackie Piano, O. & M. Co., Giles B. Miller, Talking Machine Co.
 San Antonio, Tex.—H. C. Rees Optical Co.
 San Francisco—Peter Hagistopt.
 Savannah, Ga.—Finch & Hahn, Jay A. Rickard & Co.
 Stratton—Adelman & Co., Technical Supply Co.
 Seattle, Wash.—D. S. Johnston Co.
 Spokane, Wash.—Spokane Phonograph Co.
 Springfield, Mass.—Filat & Brissett Co.
 St. Louis—The Conroy Piano Co., O. K. Honck Piano Co., Western T. M. Co.
 St. Paul—W. J. Dretz & Bros., Thomas C. Hough, Minnesota Phonograph Co.
 Springfield, Mass.—Filat & Brissett Co.
 Toledo—Hayes Music Co.
 Toronto—E. S. Williams & Sons Co., Ltd.
 Trenton, N. J.—Stall Blank Book and Stationery Co., John Sykes.
 Troy, N. Y.—Finch & Hahn.
 Utica—Clark-Horrocks Co., Arthur F. Ferris, William Harrison, Utica Cycle Co.
 Washington—E. F. Droop & Sons Co., S. Kana Sons Co., R. Youmans.
 Williamsport, Pa.—W. A. Myers.
 Wilmington—K. S. Williams & Sons Co.
 Worcester, Mass.—Iver Johnson Sporting Goods Co.