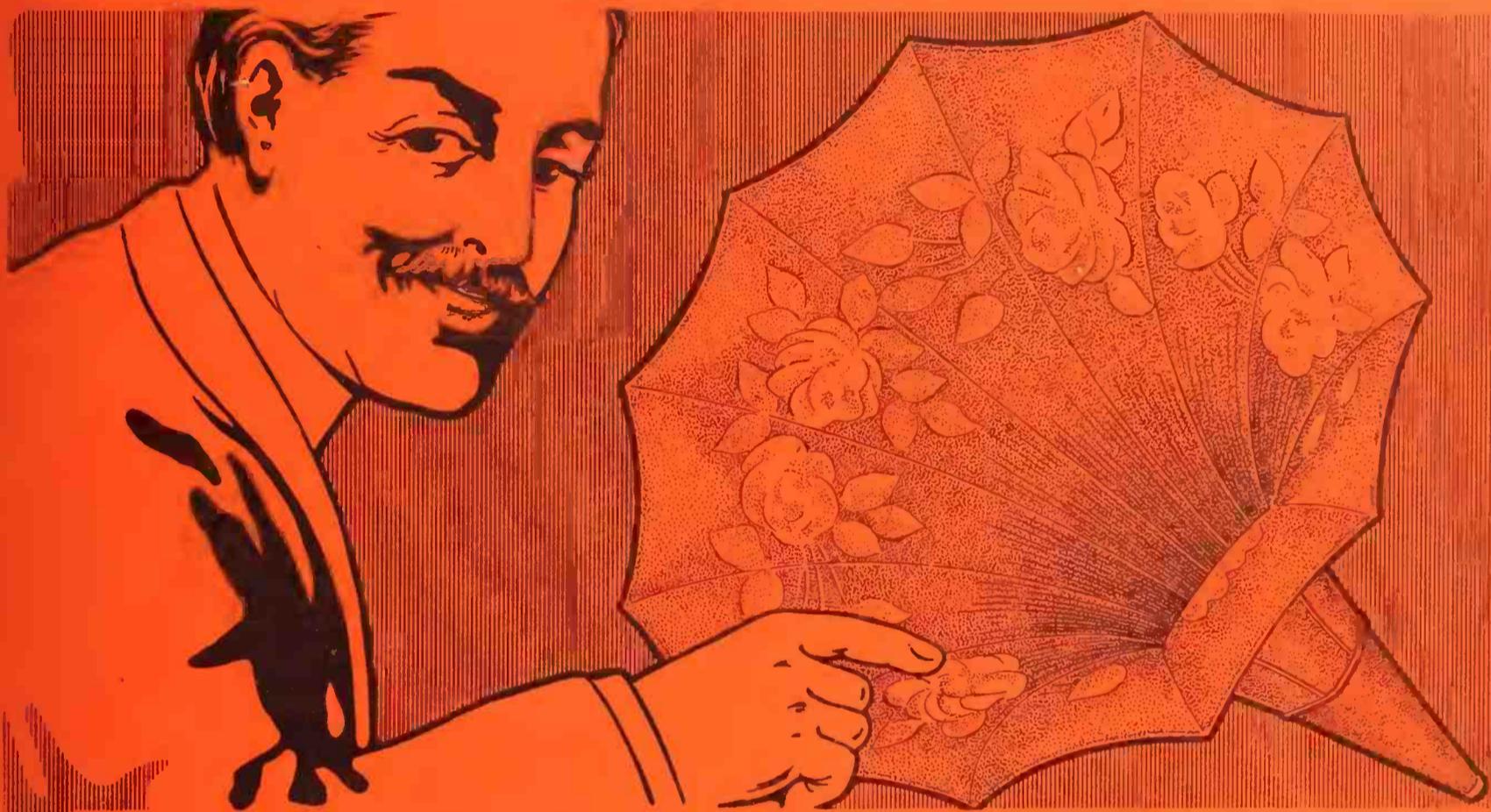


The TALKING MACHINE WORLD

AND
NOVELTY
NEWS

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



“THE FINISH IS BAKED ON”

That's why a  Horn looks better and wears better than any other horn. To begin with, our “BAKED-ON” process demands that the very finest enamels be used. After the enamel is applied, the horn is placed in huge fire-proof ovens and subjected to several hundred degrees of heat. What is the result? The enamels, in baking, fill every pore of the metal and the very fibre of the metal becomes saturated. That's why the  Horns are superior. Any wonder then from the above, that the  Horn is known the world over as the most beautiful and most serviceable made? And you will find them the most satisfactory and profitable goods you can handle, too.

Send for Handsome Descriptive Booklet of Amplifying Horns and Cranes

THE TEA TRAY COMPANY
OF NEWARK, N. J.

First List of Zon-o-phone 12 Inch Records

Price \$1.00 each



Dealers' Price 60 cents each

ZON-O-PHONE CONCERT BAND.

- 7001 Der Tambour der Garde—*Overture*.
 7002 Forget-Me-Not—*Intermezzo*.
 7003 G. A. R. Patrol
 7004 Linger Longer—*Noctelty Two-Step*.
 7005 Morning Journal's Waltz.
 7006 Wayside Chapel—*Reverie*.

HAGER'S ORCHESTRA.

- 7007 Freut Euch des Lebens—*Waltz*—(Life Let us Cherish).
 7008 Miss Dolly Dollars—*Lancers, Figures 1 and 2*.
 7009 Miss Dolly Dollars—*Lancers, Figures 3 and 4*.
 7010 Miss Dolly Dollars—*Lancers, Figure 5*.
 7011 Sonora—*Spanish Nocelette*.
 7012 Southern Roses—*Waltz*.

BELL SOLO BY MR. ED. KING WITH ORCHESTRA ACCOMPANIMENT.

- 7013 Garden Matinee—*Entre' Acte*.

PICCOLO SOLO BY MR. FRANK MAZZIOTTA. WITH ORCHESTRA ACCOMPANIMENT.

- 7014 Coming Through the Rye.

VIOLIN AND FLUTE DUET BY MR. HENRY HESS AND MR. FRANK MAZZIOTTA

- 7015 Susses Sehnen—*Romance*.

SONGS WITH ORCHESTRA ACCOMPANIMENT

- 7016 Come Where My Love Lies Dreaming,
 PEERLESS QUARTETTE
 7017 Crucifix. FRANK C. STANLEY and HENRY BURR
 7018 Bonnie Sweet Bessie. HENRY BURR
 7019 In Time of Trouble He Shall Hide Me,
 FRANK C. STANLEY
 7020 My Old Kentucky Home. HENRY BURR
 7021 O, Dry Those Tears. HENRY BURR
 7022 Tale the Church Bell Tolloed. FRANK C. STANLEY
 7023 Take a Little Ride With Me,
 MR. FRANK C. STANLEY and MISS ALICE STEVENSON
 7024 Uncle Josh and the Labor Union. CAL. STEWART
 7025 Uncle Josh at the Post Office. CAL. STEWART

Zon-o-phone 10 Inch Records 60 cents: Dealers' Price 40 cents

Complete catalogue under one cover is now ready. Are you on our list?

¶ We have made big improvements in both 10 and 12 inch records and we feel sure after you hear a sample of either size, you will say they are the very best Records on the market.

¶ Zon-o-phone Tapering Arm instruments from \$30.00 to \$75.00. All instruments equipped with morning glory horns. Motors are interchangeable, all parts are alike and will fit single spring, two spring or three spring. Less parts for you to carry. We would like to have you compare these instruments with any other Talking Machines on the market, and if not as represented you can return them for full credit.

Universal Talking Machine Mfg. Co.

CAMP AND MULBERRY STREETS, : : NEWARK, N. J.

The Talking Machine World

Vol. 3. No. 3.

New York, March 15, 1907.

Price Ten Cents

IS IT MECHANICAL ART?

Will the Artistic Profession be Superseded by the Artistic Machine?—Some Interesting Conclusions Drawn from Recent Developments in the Musical and Photographic Fields—How Dreams Become Realities.

There are few subjects as interesting to follow in these epoch-making days as the amazing progress of so-called "mechanical art." Indeed only few are desirous of grasping or comprehending the broad tendencies at present prevailing in the domains of music and painting in connection with this movement.

Perhaps any musician would consider himself insulted if he were asked whether his profession would ever be superseded by the talking machine, the orchestra, the pianola and other musical devices. In like manner any artist would take offense if he were asked whether photography, colored photographs and photographing in colors would ever make the painter useless and obsolete.

Both of these artists would express great contempt for mechanical art and yet the day may come when there will be no other kind. So far as their sneers are concerned, every labor-saving machine that has ever been invented has at one stage of its development been sneered at.

The programme is invariable. First of all it is denied that a certain thing now done by hand can ever be done by machinery. Then comes the invention, but for a long time it is regarded as turning out poor work, and there is still a demand for what is 'hand made.' Finally it is realized that the machine-made article is better than the hand made. A list of the machines that have had this history would fill a book, and among them would be the cotton gin, the knitting machine, the nail-making machine, the watch factory, the stamping machine and the shoe.

A multitude of others are still in the second stage, where not having been fully developed they are regarded as failures, and where they are still in competition with the old method, but they are improving every day, and it is simply folly not to foresee their ultimate success and superiority. The question is whether artificial music and artificial pictures belong to this class.

The musician says: "The mechanical piano player! Angels and ministers of grace deliver us. It has no expression, no character and no soul. Its time is perfect, but its very perfection is an imperfection. It can never take the place of the living performer." He is perfectly sincere about it, but if five years ago he were told that a machine could be made that might be placed in or up against any piano and play the most difficult music on it in perfect time he would have said it was impossible. Now that this has been accomplished he is certain that expression and finish can never be secured by that "music box" but he may be as much mistaken now as he would have been then.

The painter is just as contemptuous of the chromo and the colored photograph. "Of course," he says, "the photograph makes a truer and more minute reproduction of an object than the artist does, but that is rather a defect than a merit. A great painting is great because of what it does not reveal. Besides this the value of art lies chiefly in idealization, and it is impossible to photograph the ideal."

No one will deny the force of these objections, and yet they are no more forcible than those that were urged against the present state of photography. A few years ago any one who ventured to predict the photographing of colors would have been regarded as silly, but that very thing has been achieved and it is possible that every other effect now produced by the painter's pencil may yet be imitated and surpassed by the printing press, with the single exception of ideal-

ization, concerning the value of which there is some difference of opinion. Possibly people would be better off without it.

It is not meant, of course, that the musician and painter would be literally left without jobs. It takes musicians of a high order to manufacture orchestrions and artists of ability to color photographs or even to take them. Indeed, it is conceivable that in consequence of the cheapening of music and art there may be a greater demand than ever for musicians and artists, just as the sewing machine has given employment to more seamstresses than it ever displaced.

Music and pictures of a high order by machinery may be a mere dream, but not so much of a dream as the flying machine and wireless telegraphy were ten years ago.

FOREIGN TRADE EXPANSION

Is the Order of the Day With the National Phonograph Co.—Australian and Mexican Branches Enlarged—Conditions in India.

Owing to the growth of the foreign business of the National Phonograph Co., it has been found necessary to considerably increase the size of the offices in both the Australian and Mexican headquarters, with prospects of enlarging their other branches in London, Paris and Berlin at an early date to accommodate the demand. The Mexican office has succeeded in selling a fine outfit to President Diaz, of our sister republic. A peculiar situation is existent in National Phonograph affairs in India. Cheap outfits are deadwood, for the simple fact that talking machine purchasers in that country are either rich rajahs or English Government employes, the other classes being too poor to buy at all. Naturally the two classes mentioned want nothing but the best.

VALUABLE SALES POINTERS

Put Out by the Victor Talking Machine Co. Which Will Interest the Trade at Large.

The Victor Talking Machine Co. have been compiling some splendid literature for the benefit of their salesmen, and some extracts from it cannot fail to assist the readers of *The World* who are truly anxious to make a success of their business. For instance:

"Whatever you do, don't be satisfied with the business that comes to you of its own accord. That way of doing business was out of fashion twenty-five years ago.

"However small or however large your business may be you can make it bigger by giving thoughtful attention to pushing it. It isn't always the farmer with the most land that gets the biggest crops, and it isn't always the dealer in the biggest town or the salesman with the largest territory that makes the largest profits. The man who applies his labor most diligently and intelligently is the winner in the long run.

"To be asked something which you ought to know all about, and which you have had ample opportunity for learning, and to find yourself unprepared with the proper answer is an embarrassing experience, whether you are seven years old or seventy-five.

"Nothing is so humiliating to the salesman who understands the underlying principles of his business as to have a customer ask him some simple question, like 'How much will it cost me to get a Victor No. 4 with a K horn?' and not be able to answer on the spot.

"And even worse is the kind of man who comes in occasionally and actually knows more about your stock than you do yourself.

"The good salesman will learn his stock thoroughly from every point of view; the styles, the prices, the different combinations that can be

made with advantage, the points where his stock differs from that of his competitors—and a score of other things. Of course he knows the exact place where each record can be found, so that he can hand it out the minute it is asked for.

"To have to run to a desk and consult a price list not only interrupts your work, but it produces an impression that business is so bad that you can't sell many talking machines, or you would be better posted about them.

"The salesman feels more confidence in himself, and he inspires more confidence in his customers when he has his facts in his head rather than in his pocket or in his desk.

"Know what you have on hand so that you may never miss a sale through an oversight. Have some system of keeping track of sales and ordering new stock.

"In Mark Twain's story of the Prince and the Pauper they finally detect the pauper, who has usurped the prince's place because he uses the great seal of state to crack nuts with. The dignitaries of the court argued—and very correctly—that a boy who was used to courts and their ways would never use the symbol of authority so disrespectfully.

"In the same way you can tell the prince among the salesmen by the way he handles the stock he sells. It is the poor salesman who bangs things around and lets them deteriorate for want of proper care.

"Respect for your stock should begin in your own mind. The outward care which you give to the arrangement and preservation of your goods is the reflection of something inside your brain—a something which should be carefully cultivated by every merchant.

TALKING MACHINE "TALKED"

In This Instance Without a Record and Startled Salesmen and Customers.

There was a startled audience in a talking machine store in this city one afternoon a couple of weeks ago. It happened in this wise: The store was well filled with customers, who were examining machines and trying records, when one of the unused machines suddenly exclaimed, "Try me, I want to talk." "Keep quiet, you disturb me," came from another that was playing a violin solo. "You squeak. Oil yourself," came out of a big horn at the far end of the store. "Give me a horn, I want to sing," squeaked a small machine that had been denuded of that useful appendage. In the meantime the customers were giving gasps of astonishment at the uncanny conversation, and some of the more superstitious regarded the machines as bewitched. By this time the horns, machines and even the records were engaged in sharp repartee. Finally it was discovered that a clever ventriloquist among the audience was the author of the commotion, and the machines settled themselves down to their accustomed duties.

HOW MUSIC PREVENTS INSANITY.

According to Lieut-Commander Robert E. Peary, the famed Arctic explorer, music is the most effective preventative of the insanity which often results from the terrible silence and loneliness of the Arctic regions. In view of this fact, Peary took upon his last trip both a piano player and a talking machine, which combination proved invaluable in keeping up the spirits of the party.

It may interest some readers to know that it takes from 10 to 20 records to make a Chinese song complete, and nearly every song deals with historical events in the lives of the Chinese rulers. Chinamen are ideal customers. They buy the best and always pay cash, some even paying in advance for records which they order.

HANDLING ONE OR MORE MAKES

Of Talking Machines Is Discussed Pro and Con
—The Arguments Adduced on Both Sides Are
Interesting, Agree or Disagree With Them.

The question of confining a dealer's stock to one or two makes of machines and records or carrying a general stock has been lately the subject of discussion by several members of the trade. Like all questions, it has two sides, and either argument is plausible until the other is heard. The advocates of a general stock regard the talking machine business like any other, purely a business proposition, and claim that a dealer should be able to care for his customers' needs, and no matter what they should call for, it should be in stock. As the dealers do not receive any extra concessions for booming one make of goods, they are free to sell all. One dealer who advocates this plan compares it to any well-equipped mercantile establishment, that carries all of the leading brands of its particular line, showing no discrimination. These houses, he argues, are the ones that invariably attract trade, as their assortment is so varied that a patron is not compelled to shop around in order to make selections. Those who argue contrarywise say that a dealer has to trade upon the reputation of the goods he represents, and by announcing himself as a dealer in certain lines only, attracts those who believe that product is superior, and at the same time enables him to compare the merits of his line with that of some other. In addition, the duplicating of records by carrying various makes would be a nuisance and confusing to patrons. They also contend that this is an age of specialists, and those pushing one particular line do better than when several are mixed up.

PAYING EXPRESSAGE ON RECORDS.

At the recent meeting of the Central States Talking Machine Jobbers' Association, held in

Chicago, it was decided to make the dealers pay expressage on all record shipments. The jobbers hope in this way to save enough to counterbalance the increased price of records without raising the wholesale prices to dealers.

O'DEA'S NEW QUARTERS

In Paterson Will be Devoted to His Talking Machine Business.

James K. O'Dea, the talking machine dealer of 117 Ellison street, Paterson, N. J., is at present erecting a handsome two-story building at 115 Ellison street, the ground floor of which will be occupied by his talking machine and record stock, and the upper floor by the offices. The building will be of strictly modern fireproof construction.

Mr. O'Dea was at one time connected with his father in a dry goods store in which the latter had an interest. When his father sold out, Mr. O'Dea, realizing the future of the talker, put in an extensive stock and prospered exceedingly. He rented his present quarters in 1902, just after the big fire.

HOW McCALLISTER CATCHES TRADE.

Wm. McCallister, who handles the Victor at 221 W. Baltimore street, Baltimore, Md., is one of those with the right idea of advertising and he gets results. One of his schemes that has proven successful is to carry an "ad" in the program column of a local theatre immediately following the names of the cast—a position where it must be read. The copy is changed each week and is framed to suit the title of the play running at that time. As an example we reproduce the advertisement appearing during the recent run of the Wizard of Oz.

PROGRAM CONTINUED.

Once upon a time the Wizard of Oz saw a bald headed man seated on the first row in the theatre. The bald headed man knowing he was a wizard, asked him what was a good thing for bald heads. The Wizard explained to him he thought at the present time hair was the best

thing. Moral: A Victor record is the best record to make any talking machine talk and sing and is just as necessary as hair for a bald head. In "The Wizard of Oz" you will find selections that will please you in Victor records. If you have not a Victor Talking machine, write me and I will send one for you to hear, or call at my talking machine parlors. 10 records, 60 cents each, \$7.20 per doz., \$1.00 cash, 50 cents a week. Ask to hear Victor records, Nos. 4966-4972-4943-4969-4951-4974-4967-4973. Wm. McCallister, 221 W. Baltimore St. Victor records, machines, cabinets. Repairing of all kinds of talking machines.

Talking machine dealers in other cities might find it profitable to emulate Mr. McCallister's example.

SOME ADVERTISING POINTS.

There was once a prominent editor who instructed the beginners in journalism in these words: "When you have something to tell, begin at the beginning, tell the story, and when you have reached the end—stop!"

In other words, do not follow the custom of some of our European friends of telling a joke and then explaining it.

The modern writers of advertising seem to be learning this lesson. But there are still too many exceptions. There are too many who do not tell enough. Altogether too many who attempt to tell too much. There are no instructions more fatal than these: "I know this copy is too much for the space, but use the smallest type you have and crowd it in somehow."

CARUSO VISITS VICTOR PLANT.

Enrico Caruso, the famous tenor of the Metropolitan Opera House, and whose records have created quite a sensation, was among the recent visitors at the immense factories of the Victor Talking Machine Co. He was much impressed with all the wonderful equipment which was carefully explained to him, as he made the rounds of the plant.

The "Clarion" disc record recently put on the Canadian market is shipped in a heavy jute envelope with a window exposing the label, thereby greatly facilitating handling.

WHEN PLACING YOUR VICTOR ORDERS

REMEMBER

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

We are the Only Jobbers in New York City Devoting an Entire Building to the
VICTOR EXCLUSIVELY

NEEDLES

PERFECT

MEDIUM

QUIET

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

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

AMERICAN TALKING MACHINE COMPANY

586 FULTON STREET,

BROOKLYN—N. Y. CITY

**Largest Talking Machine
House in the City**



WHAT THE VICTOR COMPANY'S VICTORIES MEAN

The decisions of the United States Courts on the Victor Company's Basic Berliner Patent, No. 534,543, mean:—

1. That the Victor Company controls the disc reproducing machine, comprising the reproducer and the disc record, where the reproducer is vibrated and propelled by the record.
2. That the Victor Company controls this method of reproducing sound.
3. That the Victor Company controls the disc machines for reproducing sound from such records by this method.
4. That the Victor Company controls the disc records for use on these machines.

The United States Courts have sustained this Berliner Patent broadly (claims 5 and 35) in the following decisions:

Victor Talking Machine Company, et al., vs. American Graphophone Co., decision of the United States Circuit Court, for the Southern District of New York, filed September 28, 1905.

Victor Talking Machine Company, et al., vs. Leeds & Catlin Co., decision of the United States Circuit Court, for the Southern District of New York, filed April 26, 1906.

Victor Talking Machine Company, et al., vs. Talk-O-Phone Co., decision of the United States Circuit Court, for the Southern District of New York, filed April 26, 1906.

Victor Talking Machine Company, et al., vs. Leeds & Catlin Co., the decision of the United States Circuit Court of Appeals, for the Second Circuit, filed October 12, 1906.

Victor Talking Machine Company, et al., vs. Talk-O-Phone Co., decision of the United States Circuit Court of Appeals, for the Second Circuit, filed October 12, 1906.

The United States Circuit Court for the Southern District of New York, in a recent decision by Judge Lacombe, filed January 5, 1907, in the contempt proceedings in the case of the Victor Talking Machine Company, et al., vs. Leeds & Catlin Co., has held that these claims of this Berliner Patent included records as well as machines in the combination; and that a sale of such disc records for use in these disc machines was an infringement of the patent.

The Victor Company, therefore, controls the *Basic Patent* upon these machines and records.

According to the decision of the United States Circuit Court of Appeals, the Basic Berliner invention dates back to 1887.

Some of our competitors are advertising, with some flourish, a recent decision of the Court relative to a patent for an improvement in record making, which was invented about ten years after Mr. Berliner's invention. These records are intended for use in the combination of the Berliner Basic patent, and when so sold and used are subservient to it.

The Victor Company hesitates at anything like bragging, but some of the advertisements of its competitors make it necessary, in justice to itself, and the trade, to make this statement, so that the fact may be fully appreciated that *the Victor Company is on Top.*

We have issued a license to the Universal Talking Machine Manufacturing Company and to the American Graphophone Company.

We trust the Dealer will duly note the foregoing.

MAY SALESMEN BE COLLECTORS?

A Subject That Has Given Rise to Much Controversy Discussed by Mr. Morrissey, a Talking Machine Salesman.

Many prominent business men and salesmen have contributed valuable opinions to the symposium conducted by Salesmanship on the question, "May salesmen be collectors?" One of the very interesting articles was that written by A. J. Morrissey, salesman for the Columbia Phonograph Co., as follows:

"Whether or not the salesman is the right man to make collections depends upon many things. The nature of the commodity which the salesman represents, the average size of his customers' accounts, the extent of his territory and his personal standing with the trade are all more or less influential in deciding whether or not it is wise for him to attempt to collect accounts as well as to sell goods. This firm has a carefully organized collection department, and our salesmen are not, as a rule, expected to concern themselves with collections.

"My personal experience, however, has been that oftentimes a salesman can collect an account from one of his own customers better than any one else could collect it.

"Occasionally, in any line of business, a perfectly reliable customer will allow his account to become overdue, and will even ignore the bills rendered, for no other reason than that he entertains some grievance against the house which the more tactfully than any collector in such case; if a collector is sent it is very possible that there will be trouble. Even if the collector succeeds in arranging a settlement it may be expected to follow that the customer with the grievance will transfer his account to some other firm.

"His account would perhaps have been saved, his obligation settled and his friendly patronage continued if the salesman with whom he had dealt in the first place had been delegated to make the collection. The salesman's knowledge of his customer would enable him to handle the matter more tactfully than any collector in such case; also the fact that the salesman had previously succeeded in arousing the confidence and good feeling of the customer (as he must have done to gain the order) counts for much. The customer would respond more readily to his advances and would feel that he was dealing with an acquaintance who was interested in him.

"I remember the case of a Bohemian dealer to whom I had sold a considerable bill of goods. There was no question about his ability to pay, but the fact remained that long after the account was overdue it remained unpaid.

"The Bohemian was politely invited, by letter, to pay, but he paid no attention. Invitations became more pressing, but he still ignored them. A collector was sent to call upon him and discovered that neither the dealer himself nor any one in his establishment could speak English; all the urgent letters from the house stating this dealer's position and enlarging on his delinquency had remained unread. The only thing they contained that was intelligible to the dealer were the figures indicating the amount of his bill, and this he considered was an unjust one. Being indignant at what he thought was an overcharge, he had simply let the matter drop until the collector called, at which time he managed to convey his sense of injury and his determination to have no more to do with it.

"As it was my customer, I undertook the business of collecting the account. I called with an interpreter and found that his attitude toward me was very different from his attitude toward the collector. It appears that I had made a favorable impression on him when I sold the bill in the first place.

"Explanations followed and it was easy to clear up a misunderstanding which the Bohemian had entertained with regard to the terms of the sale. So soon as he saw his mistake he was eager to put himself in the right; the account was promptly settled and he has placed further orders with the firm.

"Instances of this kind are not uncommon, and

they show how important it is for the salesman to take occasionally the role of collector for his firm.

"When he can, in the manner described in the foregoing, save his house from losing a good customer, he performs as important a service as he does in securing the trade of new patrons. It is as much a salesman's business to prevent the forfeiture of old accounts as to secure new ones. So far from feeling resentment at having to act as collector he should feel an interest in this part of his work and take pains to do it well."

A GREAT EDUCATIONAL CAMPAIGN.

The International Correspondence Schools, Scranton, Pa., have built up their immense system of Education largely through widespread and judicious advertising so gotten up as to appeal directly to the interests of the majority of readers. They recently issued a booklet in the form of a savings bank deposit book with the apt introduction, "Turn time into cash," and containing reading matter of the most convincing character. One of the most successful series conducted by the International Correspondence Schools are the language courses through the medium of the Edison repeating phonograph. The press all over the country have expressed themselves as most enthusiastic over language study by this system, and where agents have demonstrated the principle of language study, numerous orders have been taken from prominent professional and business men who realize its value.

WHO CAN RESIST IT?

The following which we take from a Western exchange "sheds light" upon still another instance where a talking machine proves of practical value: "A phonograph comes as near being human as the ingenuity of man can make it. When a person cannot be with you in flesh, or when a person's voice is heard in song or speech long years after departing this life, the phonograph takes a place among the seven wonders. After you have enjoyed several songs by the same person, especially if it is a lady, you want to hug the machine or bite a chunk out of the record. The very latest story told on the worth of a phonograph is how a farmer used it to encourage his hens to lay. It seems that they had taken to laying off instead of eggs. His neighbors' hens were keeping up a constant cackle, so taking a blank record he went over and got a copy of their hilarity. Returning he began repeating it to his own chickens. In less than ten

minutes every nest was full, while several other hens stood around anxiously awaiting a chance."

DENVERITES LIKE THE "TALKERS."

Encouraging Reports from the Leading Dealers Regarding Business as a Whole.

(Special to The Talking Machine World.)

Denver, Colo., March 8, 1907.

Upon a recent visit of the Talking Machine World representative to the trade here he found business extremely brisk and the demand in most lines very gratifying. Last year was a wonder, but judging from the business so far in 1907 and present prospects all previous records will be eclipsed during the twelve months we so recently entered on.

W. W. Griggs, vice-president of the Knight-Locke Piano Co., who handles the Victor, Edison and Columbia lines, reported business to be most satisfactory, both at headquarters and in the various branches throughout the State.

The trade of the Denver Music Co. has increased to such an extent that the facilities for handling customers properly were entirely inadequate, necessitating the building of three trying-out parlors to be devoted to both Edison and Victor lines.

The Knight-Campbell Music Co. have all the Victor business they can handle, and perhaps a little more, as it is a hard proposition for them to get sufficient stock to meet the demand. They recently sold a very elaborate Victor Victrola outfit to General Palmer, the prominent millionaire of Colorado Springs, Colo., who is convalescing from a serious illness and uses the Victor to relieve the monotony of the sick room.

The Columbia Phonograph Co.'s branch, of which M. B. Henry is manager, have reached an average of over six machines daily which they have maintained for several weeks. The outfits are mostly medium and higher-priced grades.

UTILIZE EDISON COMMERCIAL SYSTEM.

(Special to The Talking Machine World.)

Cincinnati, O., March 8, 1907.

A branch office has been opened in the Union Trust Building by the National Phonograph Co. for the purpose of demonstrating their commercial system to the business man of this city. According to the manager, D. O. McCloud, the system has been taken up with much enthusiasm, and forty machines were installed within a few weeks after the opening of the office. The Rudolph Wurlitzer Co. installed the system in all their departments.

ATTENTION

Edison and Victor Dealers

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

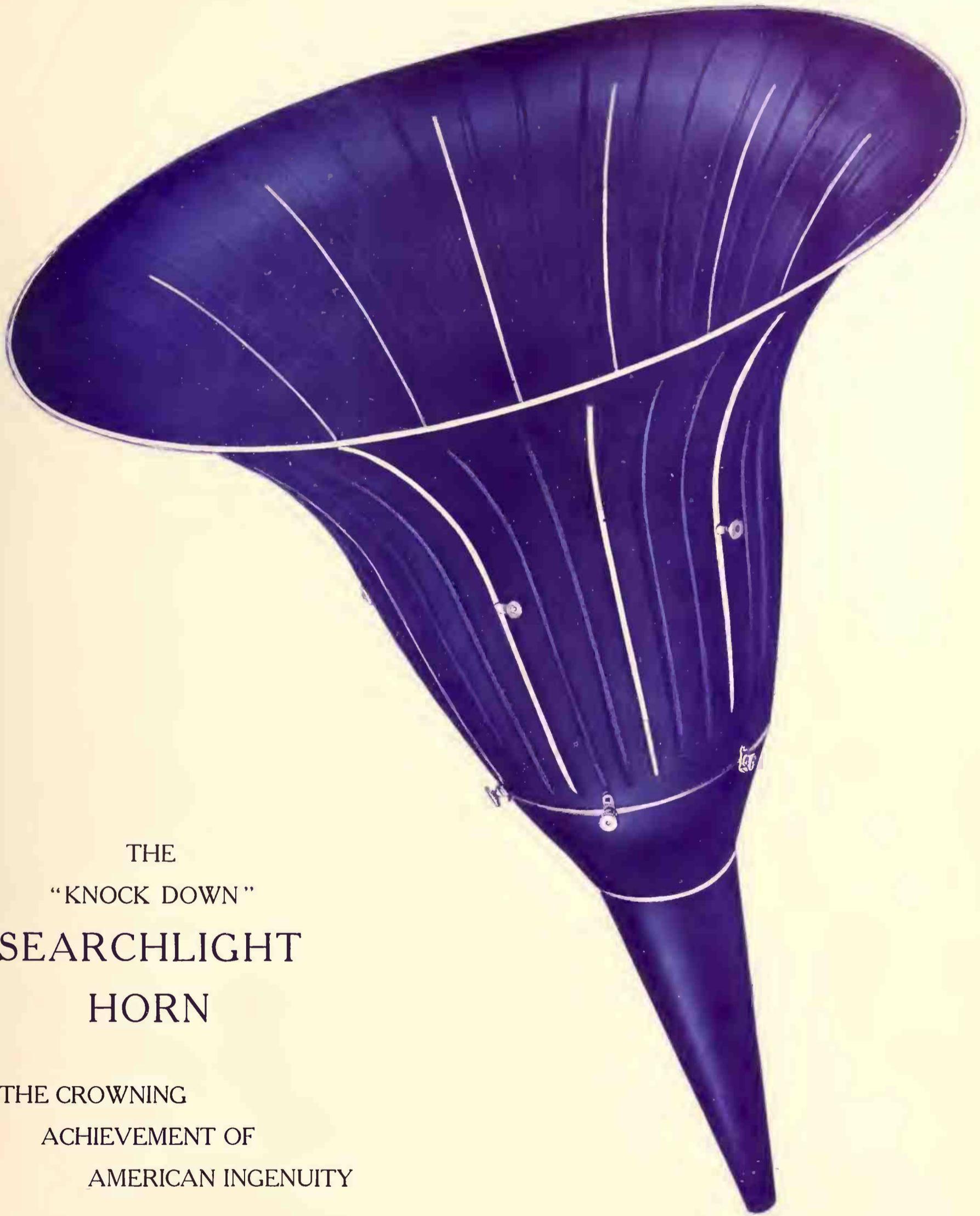
WE ARE PIONEERS in the Talking Machine business and among the first to sell both these lines and **OUR EXPERIENCE COUNTS** in YOUR FAVOR.

IN ADDITION to machines and records we sell supplies of all kinds. We particularly call your attention to our fine line of **CYLINDER** and **DISC CABINETS** and our **SUPER NEEDLES**.

WRITE FOR PARTICULARS

PENN PHONOGRAPH COMPANY

17 South Ninth Street - - PHILADELPHIA, PA.



THE
"KNOCK DOWN"
SEARCHLIGHT
HORN

THE CROWNING
ACHIEVEMENT OF
AMERICAN INGENUITY

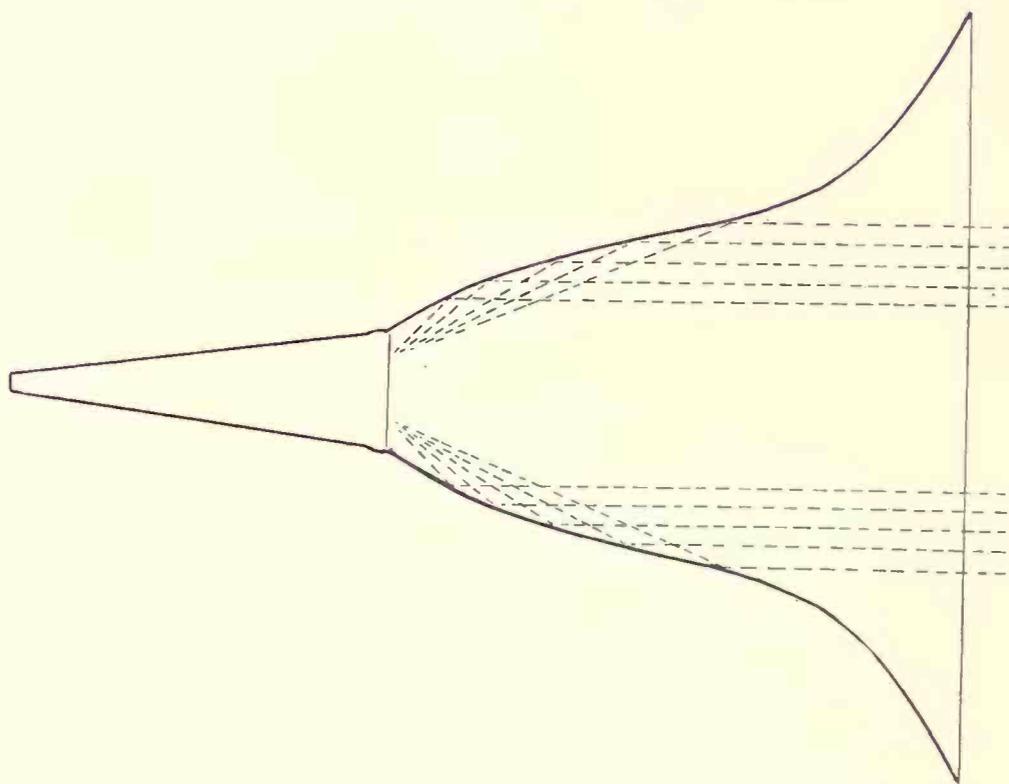
Style—Blue Gold Striped.

For all Edison and Victor Machines except Victor 1st.

The MARVELOUS REPRODUCTIVE POWER
OF THE

Searchlight Horn

IS PRODUCED BY THE PARALLEL SHAPE WHICH
REFLECTS THE SOUND IN PARALLEL DIRECTION



THE SEARCHLIGHT HORN IS THE ONLY
HORN CONSTRUCTED ON SCIENTIFIC PRINCIPLES AS
SHOWN IN ABOVE DIAGRAM.

REPRODUCES THE FULL STRENGTH OF THE RECORD

Sold only through Jobbers

Send to your Jobber for Samples

MANUFACTURED BY THE
SEARCHLIGHT HORN COMPANY

753-755 Lexington Avenue

Borough of Brooklyn, New York

DISTRIBUTED BY

Every Recognized Edison and Victor
Jobber in the United States

TRADE HAPPENINGS IN INDIANAPOLIS.

Lively Trade Reported for the Past Month in All Branches of the Business—Learning Songs from Phonographs—Mazer's Plan of Selling Records—Craig's Big Trade—Devine's Unique Advertising—National Amusement Co.'s New Place—Excursions and Arcade Trade—A Newsy Budget from a "Live" Talking Machine City That Will Interest Readers.

(Special to The Talking Machine World.)

Indianapolis, Ind., March 9, 1907.

Talking machine companies in Indianapolis have had a lively trade for the last month, several things contributing to the increase, among them good weather and various trade schemes. One thing which has aided trade is the plan which has been carried out of placing cheap machines in the smaller talking machine establishments of the State. These machines are manufactured in Germany. They are given away by the dealers in the smaller cities of the State, the person receiving them agreeing to buy a certain number of records. This has made a big demand for records and has increased the business of Indianapolis jobbers. It is said that the persons who receive these small machines free of charge are induced later to buy larger and better machines. This makes business on instruments better for the Indianapolis jobbers.

Edward E. Hill, on Massachusetts avenue, who sells Edison phonographs, says many poor people are buying talking machines that their children may learn the best songs. These people, as a rule, are unable to own pianos. They desire to have the best music in their homes for their children, and the talking machines have proved to be a great boon to them. Mr. Hill says that his business has increased greatly and he believes that this is one of the causes. The poorer class of people, and especially those living in the country, he says, are becoming educated to the talking machine music.

Geo. W. Maze, who has an establishment on Virginia avenue, started a talking machine wagon through the country a month ago, and he says the wagon has been enjoying an excellent trade. The wagon is loaded with talking machines of various styles, all of the Edison brand, however, and the canvass is made from house to house, much after the manner of the huckster's wagon maintained by owners of country stores. It is one of the ways of reaching the country people with talking machines suggested by The World some months ago, and is proving to be effective. The wagon probably will be kept on the road during the summer.

The Craig jobbing house, which sells Edison machines, has 5,000 March records ready to go out, and Mr. Craig says that he will without doubt order 3,000 more. His business continues good, he says, and he is able to fill orders promptly.

A. B. Wahl, on South Illinois street, who sells Edison machines, says that his trade last Saturday was better than any Saturday trade for several months. He has a store at Lafayette, which he says is doing a good business. Mr. Wahl is closing out his stock of Talkophone disc machines at reduced prices, and will turn his chief attention in the future to Edison machines.

D. K. Dolbeer, of the National Phonograph Co., New York, was a trade caller at the Wahl store recently.

Frank Lesley, who conducts a store on Massachusetts avenue, has been sick for several days, and O. O. Carter is in charge.

Thomas Devine, manager of the Columbia Phonograph Co.'s store, did some unique advertising on Washington's birthday. The Baptist Brotherhood, composed of a number of representative men of the city, chartered two inter-urban cars and went to Peru to attend a banquet. In the motorman's vestibule of the rear car Mr. Devine placed a B. C. Columbia graphophone. When stops were made at the various towns along the way this machine furnished the national airs. On the large aluminum horn of the machine the word Columbia was emblazoned in bold letters. Inside the cars Mr. Devine placed the smaller disc machines, and with these the passengers were supplied with popular songs and

minstrel music along the way. The scheme made a great "hit" with the members of the Brotherhood.

Thomas Devine displayed in the window of the Columbia Co. last week one of the Columbia commercial graphophones run from an alternating electric current. The Columbia commercial machines are used in the offices of a large number of manufacturing plants and mercantile establishments here, and the machine in the window proved an attraction. Mr. Devine makes it a point to change the displays in his windows about twice a week.

The Columbia Phonograph Co. has had numerous inquiries for the Bonci records, and expects a good sale on these records when they are received.

The National Amusement Co., which runs a talking machine and picture exhibit here on South Illinois street, expects to open their new place at Terre Haute by May 1. This company have erected a two-story building, 75 by 140 feet, at Terre Haute, on Wabash avenue. Seventy-five machines of various kinds will be installed, 15 of them talking machines. The company have not decided yet just what kind of machines they will use. A five-cent vaudeville will be conducted in connection with the exhibit.

The "Exhibit" on South Illinois street owned by R. Wagner, of Buffalo, has had a better business for the last few weeks than for several months previous—better, in fact, than since last September. This establishment uses Edison machines.

Managers of talking machine and picture parlors are wondering whether the railroads will run cheap Sunday excursions to Indianapolis this year. These excursions in years past have brought great patronage to these parlors, the places being crowded on such Sundays. The Indiana Legislature has just enacted a two-cent fare railroad law, and it is feared that this cheap rate will cause the railroads to cut out the cheap Sunday excursions. No excursions have been announced by the railroads as yet.

One of the talking machine houses of the city was subjected to a joke not long ago. They sent a machine to a man's home only to find that he had not ordered a machine. An investigation

revealed the fact that the man had been a victim of practical jokers of all kinds for two years. Ambulances and hearses had been sent to his house by the jokers. The talking machine man advised the unfortunate victim of jokers to appeal to the police and he did, and in this way the daily papers of the city got a good "story."

AN ENJOYABLE MUSICALE

Was That Given Through the Medium of the Victor Talking Machine and the Welte-Mignon Recently.

One of the interesting musical entertainments of the season was given last week in the ball room of the New Willard, Washington, D. C., on the Welte-Mignon piano and the Victor Auxetophone. The recital was under the direction of E. F. Droop & Sons Co., and offered music lovers an opportunity to hear a series of great artists in the absence of these musicians.

The program included representations of the playing of Paderewski, Carreno, D'Albert, Edvard Grieg, Alfred Gruenfeld, and Mlle. Clothilde Kleeborg. Through the agency of the Victor Auxetophone such celebrated artists as Mme. Eames, Caruso and Scotti were heard.

The Welte-Mignon piano programme was notable. The celebrated interpretation of Chopin by Paderewski was reproduced in a marvelously interesting manner, and to those who know him well it seemed that the famous Pole was indeed at the piano. His delightful and delicate rendering of "Hark! Hark! the Lark!" and his own conception of his familiar "Minuet" were given. A Liszt rhapsodie brought Carreno to Washington, and Edvard Grieg's own interpretation of his "Norwegian Bridal Procession" was vividly brought before the audience.

Interspersed between the piano numbers were a series of vocal selections by Mme. Eames and several songs and interpretations by Scotti and Caruso.

The Recital, says the Washington Post, was the most interesting ever given under similar conditions, and gave an added proof of the degree of ingenuity which is being exercised in the manufacture and operation of these inventions.

In the Philadelphia store of the Columbia Phonograph Co., located on Chestnut street, a most effective window display was made in honor of Washington's Birthday. The main features were three revolving tables, the two end ones holding the latest model Columbia disc machine and the center platform an immense stuffed eagle bearing an American flag.

ATTENTION! NEW ENGLAND DEALERS

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

**EDISON PHONOGRAPHS
AND VICTOR MACHINES**

ONE SHIPMENT—ONE EXPRESSAGE

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

THE EASTERN TALKING MACHINE CO.

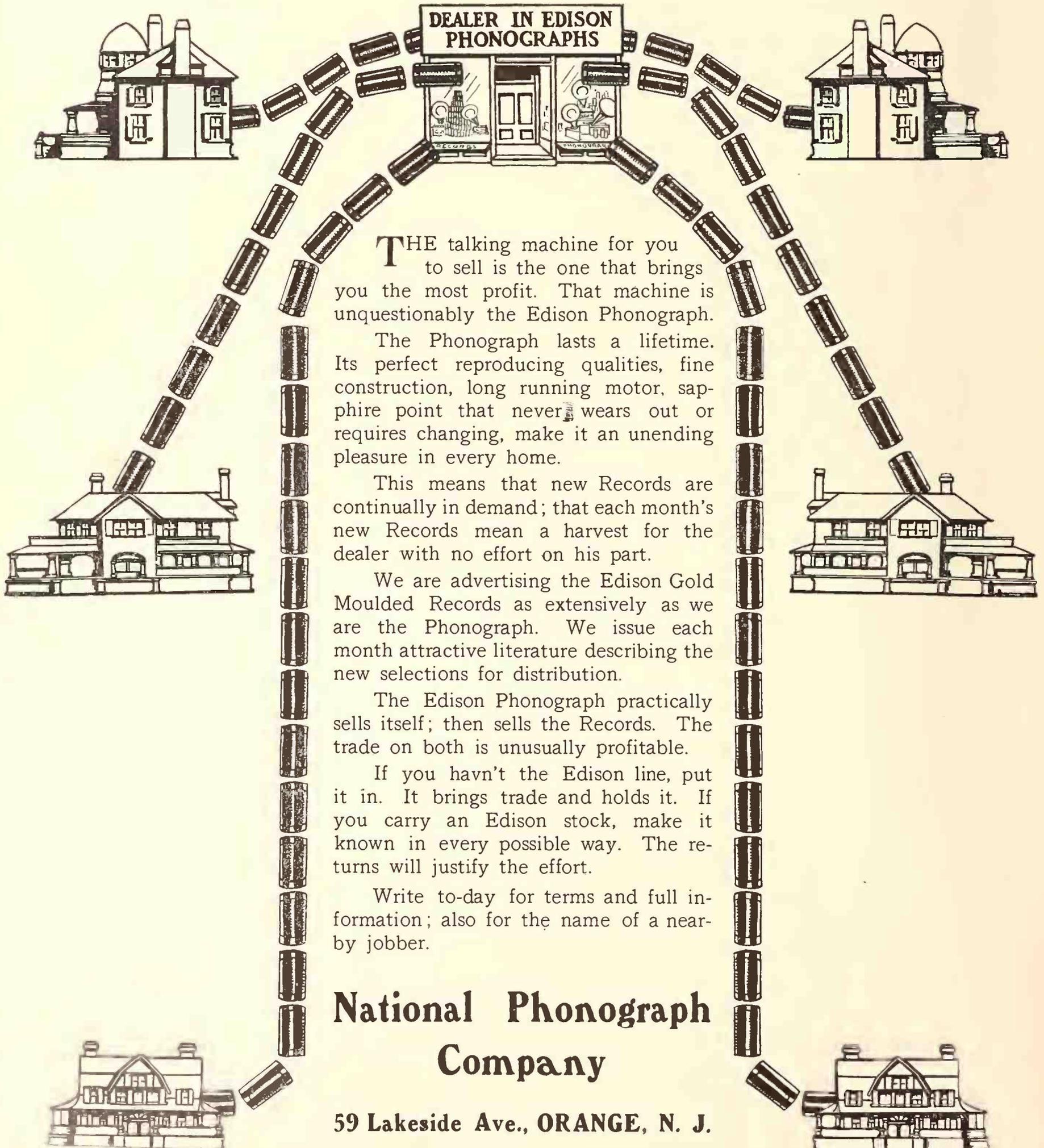
177 TREMONT ST., BOSTON, MASS.

Distributors of EDISON and VICTOR MACHINES, Records and all Supplies

Eastern Agents for HERZOG DISK and CYLINDER RECORD CABINETS

THE HOMES IN WHICH YOU PLACE Edison Phonographs

ARE CHAINED TO YOUR STORE



THE talking machine for you to sell is the one that brings you the most profit. That machine is unquestionably the Edison Phonograph.

The Phonograph lasts a lifetime. Its perfect reproducing qualities, fine construction, long running motor, sapphire point that never wears out or requires changing, make it an unending pleasure in every home.

This means that new Records are continually in demand; that each month's new Records mean a harvest for the dealer with no effort on his part.

We are advertising the Edison Gold Moulded Records as extensively as we are the Phonograph. We issue each month attractive literature describing the new selections for distribution.

The Edison Phonograph practically sells itself; then sells the Records. The trade on both is unusually profitable.

If you haven't the Edison line, put it in. It brings trade and holds it. If you carry an Edison stock, make it known in every possible way. The returns will justify the effort.

Write to-day for terms and full information; also for the name of a nearby jobber.

National Phonograph Company

59 Lakeside Ave., ORANGE, N. J.

THE "TALKER" IN THE THEATRE.

The Views of a Prominent Stage Manager on the Subject.

As I approached the den of the stage manager walking through a maze of scenery and chorus girls I could but realize the great amount of effort required to produce a show on the elaborate scale now in vogue among all theaters of the better class. If the playhouse, behind whose curtain I was then trespassing, was a criterion, I determined that the quantity of brains, hard work and money required must be stupendous, for on every side the eye encountered examples of the artist's skilful brush, the delicate apparatus prepared by the electrician, and last, but not least, the intricate machinery used in the introduction of incidental effects so necessary in order that the drama or opera might be realistic as well as ornamental.

The manager greeted me very cordially, and became interested at once when I stated my errand. "So you desire to know my views as to the possibility of the talking machine being used in the theater, do you?" he asked. "Well, after some experimenting I am willing to volunteer the statement that it is practical, and the fact that I have one right here in this theater at the present time for use in case of a breakdown on the part of our regular wind and thunder producers is ample proof that I believe what I say, is it not?"

"It certainly is," I answered, eagerly, and then not wishing any opportunity to obtain further information to slip by me, I inquired: "Would it be asking too much if I expressed a desire to see your talking machine in action?"

"Of course, not; you're as welcome as the flowers in May. Come right along." He led me out into a corridor, and from there into a vacant dressing room. Here we found, set up ready for instant use, a talking machine of the compressed air type just recently placed upon the market. He selected a disc from among its fellows in the cabinet beneath the machine, adjusted it to the turntable and started the electric motor. "We will wait for the storm scene out in front there," he remarked, glancing at his watch; "it is about due. Yes, there it is now," he continued as the wild cry of a high wind, accompanied by thunder and rain, came to our ears from the distance. "Now we can turn our storm loose under cover of the other one without creating trouble on the stage," he explained, and dropped the sound-box needle on the record.

I jumped back with a cry of consternation that was almost akin to fear, for, without the slightest warning and with deafening intensity, swooped down upon us the high-pitched scream of a hurricane.

The manager laughed. "Rather realistic, is it not? Why, man, you're white as a sheet."

I admitted that I was surprised all right and expressed my astonishment that he was able to record with such wonderful volume of sound and naturalness of tone the combined elements that made up a hurricane.

"Very easy, my boy, when you know how. I simply had our storm outfit perform in front of the horn; the great volume is due solely to the compressed air attachment to the sound box. There are a number of other incidental effects in that cabinet, and if you will come around some time when there is no show on I will be glad to let you hear my whole collection. If some talking machine manufacturer will employ a theatrical expert, a man conversant with every phase of the incidental effect game, to teach his laboratory staff how to make records like I have here, he will make a heap of money and save us a lot of room and trouble. You can see for yourself how little space this outfit takes up

STEWART

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



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

in comparison with the area demanded by the machinery we are now using.

"I am a little shy about starting the ball to rolling myself, but I will be only too glad to join the band when the time comes for the theater to accept the talking machine. Yes, you may say for me that I consider the talking machine well adapted to take its place in the theater as a producer of incidental effects," he concluded in reply to my final question. Good bye.

HOWARD TAYLOR MIDDLETON.

EDISON WRITES YOUNG INVENTORS

Of Talking Machine Who Presented Him With an Example of Their Skill—Modesty of the Wizard Exemplified.

A unique phonograph, made by two Harrison, N. J., boys at a cost of 17 cents, was sent to Thomas A. Edison as a birthday gift recently. The machine is able to reproduce selections from any wax record, a practical demonstration of its powers having been given by the boys previous to forwarding it.

The phonograph is the work of Harry Clarkson, 14 years old, of 23 Davis street, and David Duncan, 14 years, of 408 Cleveland avenue. The work was done under the direction of Charles Weslow, of 331 Central avenue, Harrison, who has been instructing a number of young boys in mechanics for several months.

The articles used in the construction of the phonograph are: Cigar box, knitting needle, small spool, penny lead pencil, two small staples, two matches, half a dozen pins, 100 feet of soft wire, ball of twine, three pill boxes, penny hat pin, square foot of stiff paper and glass follower, commonly known as a sapphire.

The cigar box formed the body of the machine and on this the knitting needle was set with a pill box upon each end, forming the cylinder upon which the record rested. The two staples held the cylinder in place with the help of the matches placed between the needle and staples. Ordinary pins were used in different parts of the machine to hold it together. The hat pin was used as a crank for the balance wheel, which was composed of the wire and twine tightly wound. The paper was made into a cone, at the small end of which was placed the sapphire, sealed on a pill box. A lead pencil stuck into a spool held the "horn" in place.

The idea of constructing the phonograph was conveyed to the boys by Mr. Weslow quite recently, and after several hours' work the young inventors were gratified to hear their home-made machine reproduce the songs and sayings on any of the Edison records. The device was offered to Mr. Edison as a birthday gift, and the inventor notified Mr. Weslow he would be pleased to accept it. Mr. Edison's letter was as follows:

"I duly received your letter of February 11, advising me that yourself and a few of your boys have constructed a phonograph which, from the reading of your letter, must be very novel, indeed.

"I regret that I was not able to acknowledge this before as a birthday gift, inasmuch as my time is so fully occupied that I do not get my correspondence daily, hence the delay in answering you.

"I, naturally, am interested to see the very unique instrument that has been gotten out, and rest assured that in accepting the same I will examine it most carefully and then place it in my museum, properly placarded, so as to always remind me of the donors. You may, therefore, deliver same to me. In case I should be absent, kindly deliver to John F. Randolph, my secretary, who will see that it is brought to my attention."

The Castle Talking Machine Co., of which Edward del Castillo, a well-known New Yorker is the head, have opened very handsome quarters at 621 Madison avenue, near 59th street. This is in the heart of the fashionable residential section, and the line to be carried will be selected with the needs of the patronage to be expected from such a location in view.

The Petmecky Multi-tone Self-Sharpening Talking Machine Needle

"Chat," that bright, little fellow, who lives with The Tea Tray Company folks in Newark, New Jersey, in February said:

"A single strand of hair will cause a fellow to shove his plate of soup to one side, just as a single weak or bad feature in your goods will cause a customer to go elsewhere."

Over 200 dealers have written us since January 1st:

"Your needles are all you claim for them, but I (or we) cannot give you an order until we sell out our present stock of other needles. They would be left on our hands."

Mr. Dealer:—Hundreds of dealers use the Petmecky, and the Petmecky needle *only* in demonstrating. Cannot you afford to try them too?

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

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

PETMECKY COMPANY

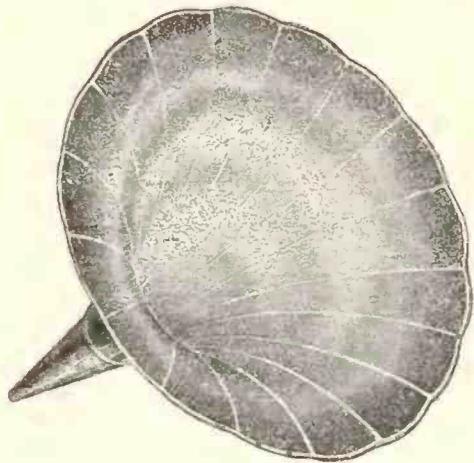
506 New York Life Bldg.
KANSAS CITY, MO., U.S.A.

THE AJAX

The Strongest Proposition on the Market

Designed and constructed on strictly scientific principles.

Made of carefully selected rust proof sheet steel.



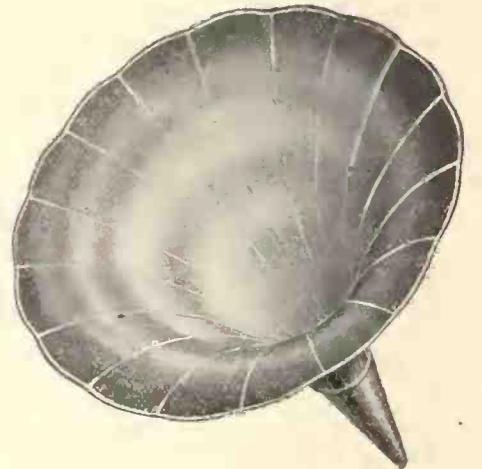
Constructed in seventeen pieces, welded practically into one, thus multiplying the strength of the whole.

Which makes it the most perfect horn on the market.



Combining strength, beauty and acoustic perfection.

Does away with all rattling or discordant vibrations.



Eliminates all danger of damage in shipping or handling.

Artistically decorated in enamel colors.

For Further Particulars, Address

The New Jersey Sheet Metal Co.

9-11 CRAWFORD STREET

NEWARK, N. J.

HOPKINS A GREAT TRAVELER.

Returns for Short Stay in New York—Will Make Headquarters in Buenos Ayres—Interesting Chat With The Review—About Conditions in Various Countries in Europe.

After an absence of ten years, with the exception of two or three hurried trips on special business, Charles J. Hopkins, of the Columbia Co., returned to New York, February 16, aboard the "Kronprinz," of the North German Lloyd Line, bringing his wife, a Russian lady, her first trip to this side, and the baby. Mr. Hopkins has done more traveling and been connected with more branches of the Columbia Phonograph Co., General, than any other man in their service; in fact, he is said to be the only talking machine traveler who ever circumnavigated the globe in the interest of the business.

He was manager of the St. Louis, Mo., office



CHARLES J. HOPKINS.

when drafted into the foreign corps, becoming assistant manager of the Paris branch, where he stayed a year and a half. Then he went to England, from whence he started on his around-the-world tour, taking fifteen months, and during which he visited every country of the two hemispheres, excepting South America. On returning Mr. Hopkins became manager of the Columbia's house in Russia, with headquarters at St. Petersburg. Later he was transferred to be assistant manager in London, Eng., where he remained until ordered to report to the home office in New York, preparatory to going to South America, sailing about April 1, where he will be the general representative of the Columbia interests, with headquarters in Buenos Ayres, A. R.

Chatting informally with The World agent his experience abroad, Mr. Hopkins said: "In Europe the talking machine trade is booming. Business is carried on along different lines than in the States. The big jobbers, or factors, as they are termed over there—especially in Great Britain—carry immense stocks of machines and records, one concern in London always having 250,000 records—cylinders and discs of every recognized make—in stock. These factors act as a go-between for the manufacturer and the trade. The relations here have no parallel. Competition differs also. For example, price is protected or maintained in England only, elsewhere it is an open market for everything and everybody. You may imagine the result as compared with American methods. Quality keeps up, nevertheless, but the bulk of the business is on cheap grade goods. Higher prices are realized, however, on the better lines; in fact, the demand for the finer class of records is rapidly increasing.

"In Great Britain the growth of the cylinder business is marked, while in the continental countries—France, Spain, Germany, Russia, etc.—the preference is for the disc. Russia will have only discs. In the warm countries of South America the cylinder record is affected by the climate, and in less than a year they become mouldy instead of moulded. (This little joke on the side.) It is only in Mexico that cylinders hold their own. What occasions surprise to those acquainted with the European trade is the slowness with which records are put on the market

here. In Europe records are 'mastered' and stock is ready for the trade in a third of the time taken by the American manufacturer.

"Another thing, only twelve records are listed monthly by the maker in England, and 50 per cent. of the business is from the monthly parcels. An exchange scheme, on a basis of three to one, is effective usually once a year, but the annual clearing up is in the spring. There is no demand abroad for any other than American machines, excepting cheap goods of German and Swiss make, and their sale is becoming insignificant. You can buy a machine for as low as \$1 of this kind, but they cut no figure. There are no scheme or premium goods in the European market, and an attempt to work up an outlet for such grades in connection with publications has not met with much success.

"The Columbia Phonograph Co. have made great headway throughout Great Britain by establishing additional distributing depots or branch stores in Manchester, Glasgow, Cardiff and other places. The future of the business is exceedingly bright. Am I glad to get back? Well, you know I was from Missouri once upon a time."

RAFFLES BROUGHT THE CROWDS.

A New Brunswick Dealer Struck on a Happy Publicity Idea Which Brought Gratifying Results—It Is Worthy of Emulation.

We have received from R. Montalvo, Jr., a hustling talking machine dealer, of 209 Neilson street, New Brunswick, N. J., full details of an advertising scheme he worked successfully not long ago, and which he describes as the cheapest advertising he ever obtained. The plan hinged upon the Raffles game, a \$50 Columbia graphophone being offered as a prize to whoever should discover the mysterious one, say to him: "You are the mysterious Mr. Raffles from Montalvo's Music Shop," and incidentally have in their possession a late edition of one of the local papers.

The newspaper referred to was not interested in the scheme directly, but in consideration of having possession of their paper made one of the requirements of the winner published each day one and two column articles regarding the progress of the chase. In each article Mr. Montalvo's name, the location of his store and the Columbia graphophone were frequently mentioned, and as the affair lasted eight days before Mr. Raffles was caught, Mr. Montalvo got more direct advertising, and that of a most interesting nature,

than he could have purchased for many times the original cost of the machine.

From all appearances, the scheme is well worthy of adoption by talking machine dealers in other localities who appreciate first-class publicity.

HERE'S A WONDERFUL MACHINE

Will Write Letters in Character from Dictated Matter and Will Report Letters Automatically, Making Two Records at Once.

A Berlin firm announces that they will shortly introduce to the notice of the American public the latest wonder in modern office machinery. It is in the form of a machine that will not only write letters in character from dictated matter, but will report lectures automatically and make two records at the same time. One record is permanent, and is written in legible characters, like typewritten manuscript, while the other letter is in effect a phonograph record that can be reproduced at any time. The records are both made on paper and can be reproduced at the same time.

For instance, when a speech is being reported by the machine, the part that reproduces the human voice can be put in operation the same time it is writing, so that an editor may sit by it and omit any parts that he does not want to appear in print. At the same time the record is not injured in the least, and may be put away for future use.

For reporting cases in court it is a most wonderful device, for the exact words of the witnesses in the manner expressed are recorded, and when the record is made matter that is stricken out by the judge need not be written in the transcript, although it is recorded and may be used if necessary at any future period. We anxiously await this marvel.

GOOD ADVERTISING.

A \$50 cash prize offered by the Victor Talking Machine Co., in their recent advertising competition, has been awarded to the M. Steinert & Sons Co.'s branch store in Fitchburg, Mass. The Victor Co.'s "Il Trovatore" records were used in a concert given in the spacious Steinert warehouses, and the event was advertised and written up in the newspapers in an unusually interesting and successful manner.

A talking machine department has been opened in the Oakland, Cal., branch of the Wiley B. Allen Co., by W. J. Foltz.

Enveloped Victor Records

are as clean and perfect as when they left the factory presses.

We are positively the only distributors carrying their entire stock in dust and scratch proof envelopes. The Victor Talking Machine Co. have just given you a chance to get rid of your damaged records. We know that you do not want to repeat the process of accumulating damaged stock, so we are sure you will send your orders to the ONLY distributors who can supply you with new, enveloped, perfect records.

The Rudolph Wurlitzer Co., VICTOR DISTRIBUTORS

CINCINNATI, O.

CHICAGO, ILL.

DEALERS AND JOBBERS ALIKE FIND AN ADVANTAGE IN PUSHING GOODS OF HIGH STANDARD

FIRST:—The profit is more attractive.
SECOND:—A satisfied customer is the best advertisement.

Customers and Dealer alike are satisfied with

Artistic Flower Horns

WHY?

BECAUSE—The best for reproducing.
—The handsomest in appearance.
—The largest margin of profit.

Do not confuse with the ordinary cheap horns on the market, as Artistic Flower Horns occupy a field that is exclusive.

HAWTHORNE & SHEBLE MFG. CO.

Howard and Jefferson Sts., PHILADELPHIA, PA.

Originators of Designs and Shapes.

The New “STAR”



A Record of Great Brilliance

FOR CATALOGUES AND FULL
INFORMATION WRITE TO

HAWTHORNE & SHEBLE MFG. CO.

Howard and Jefferson Sts., PHILADELPHIA, PA.

STATION O.

TRADE CONDITIONS IN PHILADELPHIA.

Despite Unfavorable Weather, Sales Have Been Brisk in All Departments of the Business—New Ideas Keep Things Moving—Some Victor News—Attractive Columbia Announcements—Four Phonographs in Unison—What the Admen Say—Machine That Will Typewrite Words Spoken Into It—The Modern Romance—A Good Parrot Story—Is the Instalment Business Being Overdone—Closets for Talking Machine Records—Fad for Flat Hunters.

(Special to The Talking Machine World.)

Philadelphia, Pa., March 10, 1907.

Taking into consideration the fact that the weather, a greater part of the past month, has not been favorable to shopping and trade generally, business transacted in Philadelphia talking machine circles has been very good and reflects credit on the many energetic men in the trade.

Since the first of March weather conditions have been more favorable, and sales of talking machines, records and supplies have been quite brisk—a decided improvement over the previous few weeks, and retailers and jobbers are correspondingly cheerful. Without exception the large jobbing houses are doing a good spring business, and the outlook, as they report it, is encouraging and bright—better by far than a year ago at the same period—as a more extensive field is being catered to and the demand for talkers and records has correspondingly increased.

The enterprise of manufacturers in getting out timely records and improved phonographs has helped business and credit must be given them for the fact. The Victor Co.'s new 20-record opera, "Ernani," has met with good success, and the demand promises to equal if not surpass that for "Il Trovatore." The Columbia Co.'s March list of new records has induced good sales, and the products of other manufacturers have also sold well.

The Lewis Talking Machine Co., 15 South Ninth street, have had success in closing out quite a stock of good, but slightly worn, supplies, etc. Mail orders were filled and this tended to induce buyers to make purchases as it saved them an outdoor trip in unpropitious weather.

The Keen Co., Eighth and Cherry streets, have pushed business via an "exchange of records" plan. New records are exchanged for old, and a cash "to-boot" consideration, and, of course, "exchange" shoppers in almost all cases bought new records and supplies, and in a good many cases purchased new and better talking machines.

Upon wharf property abutting the Delaware River near Cooper street, recently acquired, the Victor Talking Machine Co., at Camden, N. J., will erect a large electric sign. It will be 25 feet high by about 80 long, and the famous trade-mark, Victor dog, will form a part of the sign. The large sign now on the main tower may come down, as buildings, steam and smoke, more or less, hide it at night.

The Victor Co. have their own fire fighting brigade, composed of employes, and that they are clever firemen was demonstrated March 1, when they turned to and helped save a manufacturing plant at Front and Linden streets from destruction. Varnish made the fire a fierce one. Another good plan adopted by the Victor Co. is the employers' fire drill, which takes place at unexpected times upon signal. It teaches coolness to the employes and shows them how to vacate the factory in quick, orderly manner, as possibly they may have to if a fire should actually occur. The sight of hundreds of girls and men suddenly appearing in the street is one nearby people take a constant interest in.

Male employes, captained by L. Coleman, have formed the Victor baseball club, and are wearing a "chip on the shoulder" to be knocked off by any baseball club wanting trouble. The baseball club give a benefit March 26 at the Camden Theater, and tickets for it are almost all sold.

The Victor Co. sent their check for \$100 March 2 to the Camden Police Pension Fund.

Weather conditions permitting the contractor resumed work on the Victor Co.'s new office and laboratory building at Front and Cooper streets the past two weeks. Usual conditions as to work prevail in all departments. All hands are very

busy and large shipments go out daily. The records forming Verdi's opera, "Ernani," have made an instantaneous hit, while the first opera record series of "Il Trovatore" continue in demand as fast as they can be made.

Concerts given in their handsome chamber hall by the Musical Echo Co., Chestnut street, have stimulated sales for that energetic talking machine house.

The main office of the Columbia Phonograph Co., General, on Chestnut street, has put out a number of attractive announcements, and they have resulted in increased business. An offer to furnish a complete talking machine outfit at a very reasonable price has brought in many orders. The several retail branches of the company are reported satisfactorily busy.

The somewhat peculiar novelty of four phonographs, operating in unison, and giving a quartette is said to have been successfully tried by several musical girls of North Philadelphia. Each of four girls own a good talker, and each girl made a one-voice record of the quartette—the soprano voice on one record, the contralto, tenor and bass voices on three other records. The voices were attuned to B flat, and one piano was used in accompanying each singer. The four records on four phonographs—as much in unison and time as possible, were set going, and the quartette was reeled off. While the result obtained cannot be said to be wholly successful—the voices not keeping perfect time—it is "pretty good," and leads to the hope that future efforts will prove wholly successful. The idea is novel, and is referred to in order that others may take it up for experiment and fun. The object to be aimed at, of course, is to have the four records perfect in pitch, time and unison. A perfect quartette on four talkers will be quite a rarity.

Toone & Hallinshed, department storists, Kaighn avenue, have placed a large stock of Victor goods on sale. They say: "We are the largest dealers in Camden. No need to go to Philadelphia for your records." A Victor club, recently started, is meeting with every success.

W. B. Leigh has opened a moving picture, talking machine, etc., amusement arcade on Broad-

way, Camden, N. J., which is proving popular.

John Burns, a tramp, who stole a phonograph from a Pine street lodging house, was sent to jail for 30 days. His excuse for the theft was that the music of the talker offended his acoustic sensibilities and love for humanity impelled him to remove it to a place of innocuous desquitude.

Henry Albright, owner of an amusement arcade at Norristown, fell from a ladder at the Pottstown Auditorium while giving a show, and fractured an arm.

In exploiting their large stock of talkers Gimbel Bros. say: "A talking machine never has a cold or gets out of voice." They report good sales of Victor, Edison and Regina goods.

Strawbridge & Clothier's talking machine adman says: "We watch records with lynx-eyed care. Old or used records we never sell."

It is reported that a Philadelphia inventor is experimenting with "sound waves" with the view of mechanically recording them in such a way that human speech will be transformed into typewritten words. The idea presents so many apparent difficulties it seems impossible of practical results, but in view of all the many wonderful things that have been accomplished, it may be a machine or apparatus can be invented that will typewrite words spoken into it. The line the inventor is working along is said to be based upon the alleged fact that every word sound has a definite individual sound wave; that the sound wave, connected electrically with a sound printing apparatus will typewrite said sound (either the sound of a syllable or word) upon paper. Take the word "go." It is claimed that the sound of "go," making a certain definite sound wave, will affect the mechanism printing the word "go," and that mechanism only. The inventor, it is said, has gone far deeper into the matter than briefly outlined, but the writer, from lack of information, cannot give any details. A question or two arises at once: How can such a machine print wordless sound waves, such, for instance, as the squeal of a pig or the heart-breaking wail of a waiter who has missed a tip? The phonograph is, per se, proof that sound can be recorded. But how such sounds can be metamorphized into type printed words is a matter to try the mettle of the most expert delver in the science of acoustics. Marconi wireless telegraphy utilizes the sound-wave principle, and it is said the Philadelphia inventor utilizes the phonograph recording and wireless sound wave principles as well as another newly discovered principle whereby words are "sifted" from squeals, howls and all other sounds for the purpose of getting

LOUIS BUEHN & BROTHER

FORMERLY

WELLS PHONOGRAPH COMPANY

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

Edison and Victor Goods

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

Horns, Cranes and Cabinets.

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

Write for Catalogue.

45 North 9th Street, Philadelphia.

printed language. Imagine a business man talking into a recording machine, which in turn operates a word-sifting, word-printing machine and correctly typewrites an answer to a business communication! Should the projected machine "arrive," writing stands a chance of becoming a lost art. But what a boom such machines would give the talking machine business.

The plan to turn the old Sharpless Bros.' department store, at Eighth and Chestnut streets, into an amusement building, has fallen through. As mentioned last month in *The World*, it was proposed to have various phonograph, moving pictures and other arcades in the building.

The next quarterly meeting of the Eastern Talking Machine Jobbers' Association will be held at the Bellvue-Stratford, April 11. Judging from plans under way it will be a big affair.

Manager John McArthur, of the phonograph department of N. Snellenberg & Co., has been exploiting "Caruso" records with success. Upon request, customers were treated to the pleasure of hearing the famous tenor's voice on a splendid Victor talking machine, with the result, as a rule, that many sales of the records followed. The plan of Mr. McArthur proves that good sales are almost sure to be made when shoppers hear records played, even though they may not have asked for a particular record.

A phonograph record romance was sadly shattered the past month by a matter-of-fact secretary. First, the romance: Margaruite De Smyth, a pretty 19-year-old maiden, who works for the Blank Talking Machine Co., made a record on a cylinder several months ago as follows: "I am a maid of 19, and considered good-looking. Would like to correspond with a handsome man of 25, with a view to matrimony. My address is 204 Brown street, Camden, N. J." The record, with many others, was sent in a shipment to England and there, Lord Tuppence became its fortunate purchaser. He immediately opened up a correspondence with Miss De Smyth, friendship ripened into love, and last week the wealthy scion of nobility was married to the happy phonograph factory girl. They will reside at Bummcroft, the ancient castle of Lord Tuppence in

Some Facts Worth Considering

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

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

Scotland." Questioned concerning the truth of the romance the busy secretary of the Blank Talking Machine Co. said: "Pretty story; but impossible. We'd fire the first girl we caught making such a record."

Louis Buehn & Bro., jobbers, 45 North Ninth street, have had good business the past month, and are busy on orders for spring trade. The house carries an unusually large stock of records and has an almost perfect system of filling orders quickly.

Organ recitals, given three times a day, have attracted large crowds to the music department of Strawbridge & Clothier and the talking machine department, as a result has been benefited. Manager Frank Butler and assistants have been very busy.

Considering the fact that James Bellak Sons have done little or no talking machine advertising, Manager H. B. Rouillet has found business in the talker line quite good. He has charge also of the player-piano and piano player department, in which trade has been seasonably good.

The Western Talking Machine Co., Penn Phonograph Co., H. A. Weymann & Son and the Disk Talking Machine Co. are among the jobbing houses that are well stocked in preparation for spring trade—trade which is already coming in with satisfactory volume for so early in the season. In every case the managers express confidence in the future and predict a brisk season.

"It's off," said a clerk in a 9th St. talker store; "I mean Liz an' me's parted for quits. Yo' see, 'twas this erway: Liz owned a poll parrot and I owned a talker. Liz goes away with her folks on a visit for a week and leaves the gab bird with me. Last summer I took a record of stevedores unloading ship—and, say, I can say bad words some myself, but the way that crowd of dock laborers said things burned the disc stylus. Every time I get mad I put that Sunday-school ballad on my phono' and sit down and enjoy myself. The night Liz sent me a lemon by mail was the night that stevedore lyric worked overtime and Polly Paresis stood hard-by and drank in every curse and didn't say a thing. Liz comes home, gets the parrot and on the way back said: 'Did o' miss me, pitty Poll?' 'Go to blank, you low-legged blank-et-ty-blank!' was simply Polly's starter. Liz's dad is a sky pilot. That bird consigned him to sheol ten times in two minutes, and called Liz's ma a—Gawd forgive me! I can't repeat it. They won't believe my story that Poll learned it from a record—merely say I must have started the profane language route young to become such a pastmaster. Yes; you can say the engagement is more than fractured—it's busted!"

Fond of violin and piano duets and having no violinist to play with her when most wanted, a Camden, N. J., girl, who is a good pianist, had several good violin records made for her Victor talking machine, and can now enjoy her chosen duets whenever she wants. She says the plan she follows is teaching her to become an expert accompanist on the piano, a department in which she was very deficient.

The question of selling talking machines on the installment plan, it is said, will receive the attention of the Jobbers' Association at an early date. Said one jobber to *The World*: "The installment business is already being overdone by department stores, and unquestionably it works a hardship to retailers who, with limited capital, are unable to give any great amount of credit. It is a question whether or no anything can be done toward abolishing or regulating the installment system. It seems to be an age of buying things a la installment—a little money down and a little a week. They tell me you can buy a tombstone now that way. Just think!"

"You are positive the house has every modern convenience?" questioned the North Philadelphia lady.

"Sure!" said the real estate dealer. "Why, see—here's a closet for talking machine records and—" She closed the purchase at once.

"Been busy the past month?" asked *The World*

Don't let your jobber hold you back

There is no use trying to build up a larger, more profitable business and get on good terms with your customers, unless you have a jobber who co-operates with you.

He should keep you posted on the newest goods and be able to give your orders prompt attention. It's to his interest to do everything possible to help along your business. If he doesn't seem to see it in that light, the sooner you get rid of him the better.

Make it a point to always have what the people want, or if you just don't happen to have it, send for it and tell your customers when you will have it.

Our immense stock of Victor talking machines and records, trumpet horns, fibre cases, English needles and other specialties is always ready for you to draw on. We never let it get behind or fail to send out goods the same day the order is received.

You can't help but benefit by this kind of service. It takes away a lot of worry and enables you to take the best care of your customers.

It's worth finding out about.

Write to-day for our latest catalogue.

The Victor Distributing and Export Company

77 Chambers Street

New York



of a mid-town jobber. "Yes, indeed," was the sarcastic answer. "Been busy every minute—reading the rules, regulations and restrictions put out by the manufacturers I buy of. I've been too busy to sell any goods." This is not the spirit that wins. Better make money than fame.

Ewd. J. H. Smullen, who is covering State points for the Lewis Talking Machine Co., continues to "come home" with a fat order book.

R. Martin is installing an amusement arcade at 2412 North Front street.

Robert L. Gibson, who is pursuing experiments connected with an improved phonograph sound box, is said to be making successful progress.

McGREAL STILL EXPANDING.

Lease the Ogden Building Which Will Give One of the Largest Establishments Devoted to Talking Machines in the West.

(Special to The Talking Machine World.)
Milwaukee, Wis., March 6, 1907.

McGreal Bros., the hustling and progressive talking machine dealers, now located at 173 Third street, have leased the Ogden Building on Third street, which will give them much more space.

The building is a four-story, solid brick structure, located at 172-174-176 Third street. It has a frontage of 60 feet on the street, and extends back 150 feet. McGreal Bros., who are located across the street from the Ogden Building, will move their stock of phonographs to the new quarters about May 1. The store will be conducted in 174 Third street, and on October 1 the firm will take charge of the entire building.

The change is necessitated by the growth in the business of McGreal Bros. At the present time the wholesale business of the company is conducted at 317-319 Milwaukee street. This business will be moved to the new quarters. It is also proposed to enlarge the business of the company and the members of the firm stated yesterday that a new line will be added next fall. The building is to be renovated, and about \$10,-

000 will be expended. The entire front will be remodeled as will the remainder of the building.

The members of the firm—L. E. and H. J. McGreal—began business on Third street in 1902. L. E. McGreal was a Western salesman for the Edison phonograph. The company was started in a small way with a small capitalization. The first year's sales amounted to about \$60,000, while the sales last year amounted to over \$300,000. In 1905 the company established a store on the south side at 439-441-443 National avenue.

HERE'S A KICKER FROM KICKTOWN.

Submits Five Special "Kicks" Which Afford Considerable Relief to His Mind.

Biloxi, Miss., March 2, 1907.

Editor Talking Machine World:

I herewith enclose you a few "Kicks from Kicktown." Some time since you published a letter along the line of protecting dealers from the barber shop, drug store trade, etc. I want to commend it, and add a leaf from my experience.

A few years ago I bought the first machine of a certain make that came to this city. At that time there was no agency for talking machines here nor anywhere on the Mississippi Gulf Coast. I took the agency for the machine, advertised it extensively. Friends laughed at me and said: "Do you think you can make anything on talking machines? They are a back number!" But I persisted, and gradually built up a little business. At first the company was kind to me, then after I had things fairly started a second-hand furniture store planted itself alongside of me and put in the same machine. I "kicked," but the company smilingly informed me they now protected no one; in fact, wanted all the dealers they could get. I got mad, and while not giving up this machine entirely, took on another at the solicitation of a traveling man, who assured me if I did not take it my rival would. At first this company was good to me, too, and then another furniture store got an agency also, while the

first machine had secured still another dealer. My last advertising consisted of 10,000 newspapers, published by myself and distributed from house to house in four counties. My rivals do not advertise at all, but get the good of my efforts along that line, until disgusted. I am beginning to push other goods instead of putting all my time to building up business for other people. Question: Is it good to have a dozen dealers in one town to the discouragement of the one who originally built up the business?

Kick No. 2. Why do manufacturers think it necessary to put black horns on their cheaper machines? Do they think a talking machine parlor should look like an undertaking shop? Is not colored paint about as cheap as the black article?

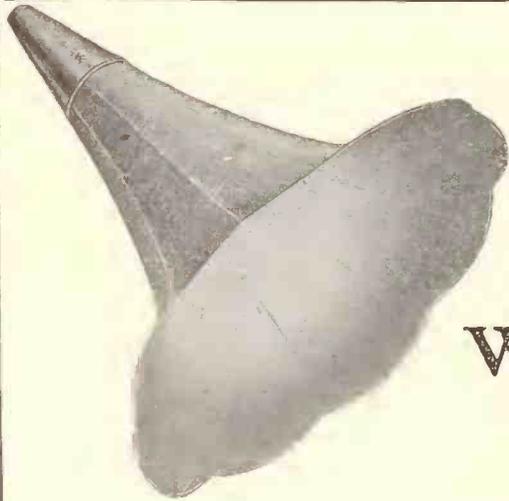
Kick No. 3. Why are not the manufacturers more careful in sending out springs and motors? I have had trouble with even the most expensive machines. Often had to fix them as soon as they arrived. Poor springs, poorly put together, or soft brass bevel gears that break as soon as a spring breaks, consequently dissatisfied customers.

Kick No. 4. Can't some genius get up a sound-box which, by screwing one part against the other, will tighten the edges of a loose diaphragm? The sound-boxes of to-day seem to be made not to be easily repaired without the aid of an expert.

Kick No. 5. Why do not the dealers organize and give the manufacturers some agreements to sign? We have set our names to all kinds of damphool documents until patience has almost ceased to be a virtue. Here is one kicker that will go into an association to get up some agreements from the other side. Fraternally, only a dealer,
SUMNER W. ROSE.

DECLARE QUARTERLY DIVIDEND.

The American Graphophone Co. have declared a quarterly dividend of 1½ per cent., payable on March 15.



STANDARD HORNS ARE SELLERS

Because of their Beauty of Design and Finish, and Honest Workmanship throughout. Made on Correct Acoustic Principles, thereby augmenting both Volume and Quality of Tone.

**WELL MADE
CAREFULLY FINISHED
AT RIGHT PRICES**

GIVE ENTIRE SATISFACTION AND INCREASE SALES

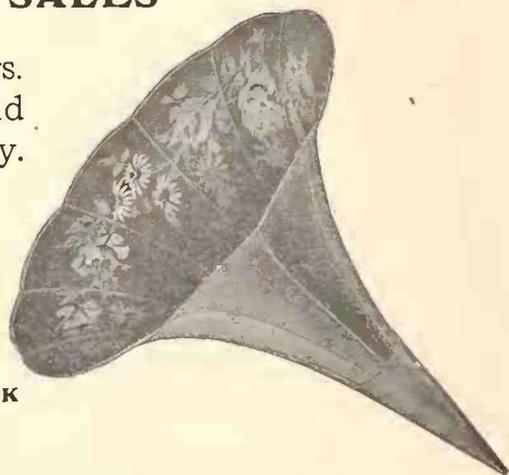
We Carry a Variety of Styles to Please Particular Dealers and Purchasers. Dull finished Horns, also extra fancy and artistic color effects on brass, and brass nickel plated Horns. All our Horns hold their colors perfectly. Every Horn Fitted with Patent Thimble End.

STANDARD HORNS ONCE HANDLED ARE ALWAYS HANDLED

STANDARD METAL MFG. CO.,

Office and Salesroom
10 WARREN STREET, NEW YORK

FACTORY: Jefferson, Chestnut and Malvern Streets, NEWARK, N. J.



PRACTICAL SUGGESTIONS AND COMMENTS.

KEEP POSTED ON ALL IMPROVEMENTS.

William F. Hunt, the enterprising dealer of Wanatah, Ind., writes *The World* as follows:

"To be a successful talking machine dealer it is very important that he should keep thoroughly posted on all the improvements that are brought out by the manufacturers in this line. As soon as a person buys a talking machine he becomes enthusiastic over the possibilities of improving the same, and he eagerly watches for the appearance of anything in that line, and the oftener you have something new to offer him the oftener he will visit your store. Great care should, however, be exercised to offer only articles which you have tried and which you know are practical and reliable in every way, and he will be your ever-confiding friend and customer. In the struggle to improve the phonograph there are a number of so-called improvements on the market which are fakes pure and simple. Do not try to sell these to your customers because they present a tempting profit. They are poison to your business, and will prove not profitable, but sadly unprofitable in the end. You do not have to put in a stock of any article until you have been fully convinced of its merits. Purchase a sample and give it a thorough trial. Many dealers are not successful because they do not treat their customers with due respect. It is to your benefit to do so. No matter how unpromising the prospects for a sale may be from appearances, I have yet to find the salesman that can judge the size of a man's pocketbook or the amount of the purchase a man intends to make; in fact, the customer himself does not know the latter. It will depend entirely on your own tactics, as to how large a purchase he will make. Be ever ready to give the customer any information along your line which he may desire, and always treat him with the best of courtesy, whether you think he will make a purchase or not. It is sometimes a hard thing to do, I know, but nevertheless it is a most important point in conducting a successful business. If a customer calls for anything you have not got in stock do not put him off by trying to sell him something which you know he does not want, but tell him that you would be pleased to order it for him, even if you know that you would not be making anything on the sale, as the express charges would eat up the profit. This plan is not altogether satisfactory; but as it is impossible to at all times carry a complete stock of everything in the talking machine line, it is better than to abruptly say to the customer that you have not got it and do not care to get it.

Chances are that he would go to a competitor and purchase the article, and not only that particular article, but more, and continue to trade with him when through a little talk you could induce him to let you order the article for him and thereby retain his future patronage. Study the line which you carry thoroughly, so that you will be able to bring out all the good points in favor of it when you are trying to make a sale. When the customer once becomes convinced that you are handling the article, not only for what money there is in it but for the merits it possesses the sale is completed; all that is left for you to do is to wrap it up for him to take home. Furthermore, do not throw the literature sent out by manufacturers into the waste basket without proper notice, but read everything, and read it carefully. You may think you have not the time to spare, but take time—it is time profitably spent. You will add to your knowledge, as this literature is gotten up with brains. Above everything else keep posted on what is going on in the talking machine trade, and you can gain no better knowledge generally in this line than by regularly reading *The Talking Machine World*. It is a veritable cyclopedia."

SCRATCHING SOUNDS AND CLEANING.

An Edison admirer in New South Wales recently wrote the *New Phonogram* as follows: "What is the cause of the scratching sound which accompanies home-made records, and is there any remedy? Does the use of benzine or kerosene in cleaning off the surface of blanks affect the next record taken? We have tried numerous experiments and have produced very fair results, as far as volume and tone are concerned, but have not been able to get rid of the scratching or grating sound in reproduction of our efforts. There is, of course, a difference in composition between the blanks and the records sent out by you. Does this difference partly account for the trouble?"

The replies to these questions will be found useful to dealers who have such questions fired at them every day. "The troubles you complain of in making records are those common to all amateurs, and they show the difference between records made by the uninitiated and those who have spent years in experimental work. Much of the scratching sounds you refer to would be obviated if you could have your blanks properly shaved on a shaving machine. Shaved with a device attached to a phonograph or having the surfaces prepared with benzine or kerosene causes the roughness so objectionable. We doubt

if you will ever be able to make smooth records with ordinary appliances. With all our knowledge of the work we are frequently unable to produce records as smooth as we would like to have them."

SPEED REGULATION OF DISC MACHINES.

Why, asks a correspondent of the *Talking Machine News*, of London, if, as has often been stated, the speed of a disc machine should be averaged for disc records, have a speed regulator at all? The question is a pertinent one," says our contemporary, "for it undoubtedly is the case that the speed regulator is very little used by the disc machine user. Still there are a large minority who do bring it into play; if only occasionally, and they would probably object to its being left out in new types of machines. I may say that I should myself, though without question it is neither so necessary or so often employed as with the cylinder type. And it might be advanced as an argument in favor of its abolition that the use of it is very often abused by people deficient in the musical sense with results which bring discredit upon the talking machine and its users. I should add, by the way, that, so far from there being a tendency on the part of the manufacturers to do away with speed regulators, the new Pathé machine—I am referring to the disc one, of course—is fitted with a speed indicator, as part of the speed regulator."

DOUBLE-SIDED DISCS.

"I think it is a mistake for the double-sided disc manufacturers to have selections of the same character on the same disc. I speak from the point of view of the user. Of course, it may have points of convenience, so far as the manufacturer and dealer are concerned. But it is obvious that if you have been playing, say, a violin solo you do not want to follow it, as a rule, with a second by the same artist, or indeed by any other artist. You want a band, another instrumental or a vocal. Of course, I know there are those who will say: 'But that is just what we do want; the second record is in the nature of a response to the cry of "Encore." That is so, and still I think the general consensus of opinion is with me, and that most people would prefer the records on either side of the disc to be of an entirely different nature."

SPEED SCREWS.

"Some machines have speed screws with a flexible steel connection joining the actual screw with the brake on the governor disc. After long-continued use these are apt to lose their delicacy of adjustment, and it becomes difficult to obtain speeds intermediate between very high and very low. To remedy this, remove the flexible connection from the governor brake, put a drop of oil on the threads of the nut in which the connection plays, work it back and forth two

SEND YOUR ORDERS TO

GRINNELL BROS., DETROIT

Extensive VICTOR and EDISON Distributors

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

PERFECT
GOODS

PERFECT
SERVICE

PERFECT
SATISFACTION

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

Talking Machine Dept. GRINNELL BROS. Detroit, Michigan

or three times, then replace, and your speed screw will give as delicate adjustment as ever."

KEEPING TALKING-MACHINES IN REPAIR.

In response to several inquiries we may say that a concern is in process of organization, with abundant capital in New York, for the purpose of keeping talking machines in repair on a yearly contract. As the scheme now stands repair shops are to be opened in various parts of the city, and when the machine of a subscriber gets out of order he notifies the nearest station and the machine is put in perfect running order. The yearly fee is set at the modest sum of \$2 or \$3, and it is hoped that the majority of the half-million talking machine owners in the metropolis will take advantage of the plan. There is hardly a machine, no matter how carefully operated, that will not put at least \$3 in the pocket of the repair men, so the proposition should prove attractive from its economical features. Just what the local repair men think of the proposition has not been ascertained. At present the concern have one loft in the lower section of the city, but branches will shortly be placed in different parts of New York and also in neighboring cities.

A QUEER MUSICAL INSTRUMENT.

Charles Hammond, of Chagrin Falls, O., is said to have perfected a queer musical instrument that is attracting considerable attention. It is in the form of a talking machine horn, which has been attached to a common fife. As a result of this union the sound of the fife is greatly intensified. Hammond will apply for a patent on the instrument immediately. He has named it the "fifonium."

THE DULCIPHONE MODIFIES THE SOUND.

In reply to an inquiry we may say that the latest addition to the Columbia graphophone is the dulciphone, an arrangement for modifying the sound to suit the operator. By its use, any volume of sound, from the loudest tones possible to the faintest conceivable, may be produced. It is a device, operated by a thumb-screw that presses directly on the diaphragm—the greater the pressure the softer the tones. Tests

thus far made show no indication of any muffling of the sound, only its reduction. In the future all B. I. graphophones will be thus equipped.

F. M. PRESCOTT RETIRES.

The Well Known Talking Machine Expert to Return to This Country Next April.

F. M. Prescott, one of the best-known talking machine men in the world, and who visited his American home last fall for the first time in five years, will retire from the business permanently, and expects to be here again for good about the middle of April. Mr. Prescott has cut something of a figure abroad, and has amassed a handsome fortune. He organized the International Zonophone Co., subsequently acquired by the Gramophone & Typewriters, Ltd., London, England; later the International Talking Machine Co., of Berlin, Germany, which makes records for the Odeon Co., London, and the Fonotipia Co., Milan, Italy. The last named concerns were closely affiliated. It is Mr. Prescott's purpose to dispose of his entire holdings in these companies, and on his return to the United States will purchase a home in Summit, N. J., a fashionable suburb of New York City, where his brother, J. O. Prescott, resides. In this charming retreat the erstwhile occupant of a seat in the king row of talking machine celebrities will indulge his taste for fancy poultry, having a penchant for raising Leghorns. It will be remembered that W. Barry Owens, the discoverer of the Victor dog, and who also made his pile abroad as manager of the Gramophone & Typewriters, has a weakness for thoroughbred chickens, his ideas running to Plymouth Rocks, of which he has many fine specimens on his Martha Vineyard estate.

In order that the witnesses in a certain divorce case being tried in Asheville, N. C., might testify with perfect freedom, their testimony was taken upon talking machine records before a notary public in New York, and the filled records sent to the North Carolina court.

AIDS COURT REPORTING.

The Columbia Commercial Graphophone Used to Get "Copy" in the Harriman Hearing as Well as in the Famous Thaw Trial.

In two very important trials now engaging the public attention the Columbia commercial graphophone has played a very important part in reporting the proceedings. In one of them the Harriman hearing in the Federal Building, all of the testimony was dictated by the law reporters to commercial graphophones, while a force of twenty typewriters in the Astor House transcribed the proceedings. So expeditious did this method prove that by ten o'clock on the morning of the day following the close of the taking of the testimony the entire proceedings were in the hands of Mr. Loeb, the private secretary of the President. Under the old method, it would have taken fully a week to have obtained a correct transcription of the notes.

All of the testimony in the Thaw trial has also been taken in the same way, and every morning, when court opens, the full testimony is ready for inspection. The reporters for the daily papers have also adopted the use of the graphophone in transcribing their reports, and have in consequence been able to give far more complete details of the great trial than was possible under the old method.

DOUGLAS CO.'S BIG INVOICE OF NEEDLES.

The Douglas Phonograph Co. last week received eleven million talking machine needles in one shipment from Germany, it being one of the largest shipments on record in that line.

MRS. LOWE RECEIVES \$7,500 DAMAGES.

Mrs. A. Lee Lowe, wife of the late A. Lee Lowe, the manager of the Columbia commercial department in Washington, D. C., who was killed in the B. & O. Railroad collision last January has received from that company \$7,500 damages.

TALKING MACHINE SUPPLIES

For All Talking Machines

Quality the Highest
Prices the Lowest

SEND FOR CATALOGUE

Accesorios, Para Maquinas Parlantes

Para Toda Clase y Marca

La Mejor y mas Alta Calidad
Precios Admirablemente Bajos

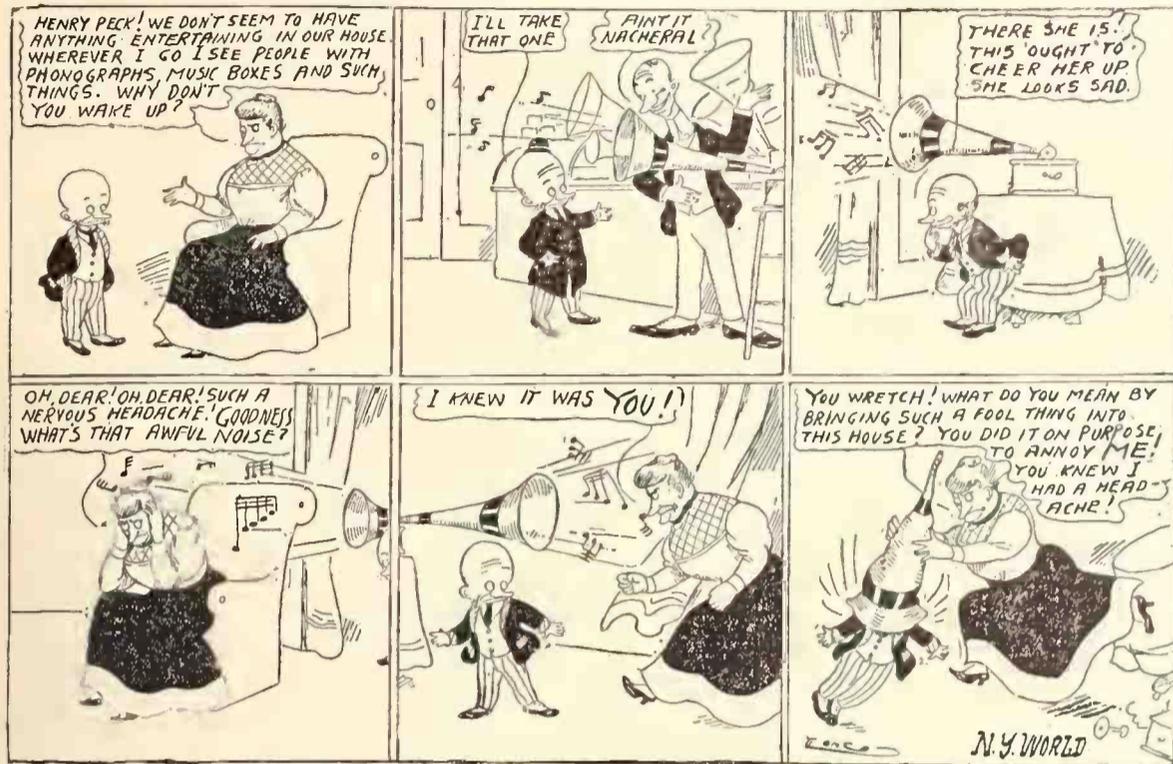
PIDASE EL CATALOGO

THE TALKING MACHINE SUPPLY CO.

A. P. PETIT, General Manager

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

HENRY PECK BECOMES A TALKING MACHINE ENTHUSIAST—THE RESULT.



INCREASING THE POWER

Of a Talking Machine By Means of Compressed Air—The Form and Action of Sound Wave as Illustrated in the Auxetophone.

Heretofore it has been practically impossible to reproduce sounds "life size" on a talking machine. By using large horns it has been possible to concentrate the sounds produced by the diaphragm, and, by thus limiting the area over which they are projected, to give them a volume almost as great as that of the sounds originally impressed upon the record; but this concentration is secured at the expense of the quality of the tone, for to the sound waves produced by the record are added the vibrations of the horn itself, causing a harsh metallic sound.

The Victor Talking Machine Co. have just perfected a machine which produces sounds of greater amplitude than can be obtained in the ordinary talking machine, avoiding the objectionable features of the large horn. The auxetophone, as the new machine is called, comprises a small air compressor and a talking machine of standard make. The usual diaphragm is, however, dispensed with in the machine, and the needle or stylus which travels over the record operates a balanced gridiron valve through which the compressed air is passed. In operation the air issues from the valve in intermittent jets, which are modified in frequency and character by the action of the needle in such a manner as to reproduce the sound originally impressed on the record. The needle and valve act merely as a relay, while the sound is actually produced by the compressed air.

To more thoroughly understand the philosophy of the machine, it may be well to discuss the form and action of sound waves. It is a common error to compare sound waves with waves of water in which, as is well known, the particles of water oscillate vertically, or at right angles to the direction in which the waves are traveling. In sound waves, however, the oscillations coincide in direction with the travel of the disturbance; that is, instead of having alternate elevation and depression, the wave disturbance produces alternate areas of compression and rarefaction. As the wave disturbance takes place equally in all directions under normal conditions, it follows that sound travels through air in a series of ever-expanding spherical areas of compressed and rarefied air which have their center in the source of the sound. In only two particulars can these sound waves vary, one being the rapidity of vibration, which governs the pitch, and the other being the amplitude of the vibration; that is, the length of travel of the vibrating particles, or the density and rarefaction, and this governs the volume or loudness of the sound.

In a pure tone the oscillations are rhythmical, but various quantities of tone are produced by interference with the rhythm of the oscillation. However, these irregular movements take place in the direction in which the sound is traveling.

With this brief description of the principles of sound, we may be better able to understand the exact operation of the compressed air attachment used on the auxetophone. In the usual form of talking machine, a diaphragm is employed which is connected with a needle in such a manner as to vibrate, causing alternate waves of compression and rarefaction to be emitted from the sound box. The compressed air apparatus is more powerful because when the valve is opened to permit the issuing of a jet of air, this air travels through a greater distance in a given time than would the air set in motion by the diaphragm; consequently, waves of greater alternate density and rarefaction are produced, giving a much louder and rounder tone.

The new machine with the compressor attachment consists of a cabinet in the lower portion of which is a 1-6 horse-power electric motor, direct connected to a blower. The air from this blower passes through a condenser, the office of which is to remove the moisture and oil it may contain. A flexible tube conducts the air from the

condenser to a reservoir provided with a safety valve set to blow off at a pressure of four pounds. Thence the air is filtered and passes through a flexible tube to the sound box in which the valve connected to the needle is located. This valve is of a very delicate construction and responds to the slightest vibration of the needle. The record disc, which is of the usual form, is revolved under the needle by a spring motor, as in the regular talking machine. The electric motor which operates the compressor may be driven by power furnished from the city lighting system and may be started or stopped by means of push buttons at the side of the cabinet. One of the principal advantages of this improvement is that all the richness and mellowness of tone is retained. The new machine will, undoubtedly, prove of great value in large concert halls where machines of previous type have been of too low a power to give satisfactory results, says the Scientific American.

FLETCHER BROS. CLEVER PUBLICITY.

Fletcher Bros., the "Superior Quality Music House," of 93 Government street, Victoria, B. C., who handle the Columbia graphophones, advertise this line extensively in the local papers and take advantage of every opportunity to impress upon the public the merits of those instruments, especially the \$50 aluminum tone-arm model. Prose not permitting a perfect description of the Columbia line, Fletcher Bros. recently ascended poetic heights as follows:

There's something sweet about the tone
Of a Columbia Graphophone,
That others imitate in vain,
Though they may try and try again.

There's beauty of appearance, too,
That cannot fail in pleasing you;
The pretty case, the handsome bell
Delight the eye and ear as well.

Durable? Well I should say!
'Twill outlast others many a day,
The price is low considering
That quality is everything.

There are the several reasons why
We urge of you to come and buy,
At Fletcher Bros.' store you'll see
The largest stock in all B. C.

Machines of every style and price,
You'll find no others half as nice,
We save you money and please you, too;
So bring your friends along with you.

The Oliver Phonograph Co., of 16 New street, Newark, N. J., have got a great number of reading notices in the local dailies in connection with their demonstration of the Victor Co.'s Auxetophone.

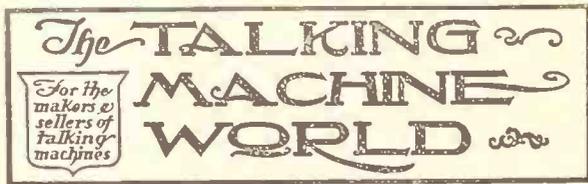
AT YOUR SERVICE

That is the whole story in a nutshell. Our whole attention is concentrated to care for your wants, and it is reasonable to suppose that we can give you better service than if we had a dozen different irons in the fire. Just try us with a sample order and give us an opportunity to "make good."

The Pardee-Ellenberger Co.

EXCLUSIVE EDISON JOBBERS

NEW HAVEN, CONN.



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

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

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

NEW YORK, MARCH 15, 1907.

ONE of the department heads of a great manufacturing concern in this industry writes to The World: "I am glad to see you emphasize in the columns of your publication the necessity of a man learning something about the talking machine business before he can hope to make a success of it. It seems to me the more you emphasize this point, the more force for good The World will be throughout the entire industry." No man can hope to make a success out of the talking machine business simply by purchasing a stock of goods and expecting the public will buy them and pay good profits without reasonable efforts on his part.

WE have endeavored at all times to impress upon our readers the advantage of acquainting themselves with every department of the talking machine business. We have urged the necessity, particularly among the music dealers, of creating sound-proof rooms and making the talking machine departments attractive in every particular, so that people will not only be interested in the machines, but the pleasing environment will give a selling effect which will be decidedly advantageous to the business. There is good money for the jobber and for the dealer in the talking machine business, but it requires effort, study and concentration to produce the right kind of results. It is necessary in all other trades, why should it not be in the talking machine business? Every business organization—no matter how large or how small—must be resolved to a comprehensive basis in order that success may be attained. There are many things to learn about talking machines, and "the man who knows it all" will find upon careful investigation much which he has left out when considering the business from a narrow viewpoint.

A TALKING machine salesman should feel interested in his work. Salesmanship may be defined as the knowledge of methods and the

efficiency in practice which makes for success in any one of the many branches of the selling end of the business. The word "salesmanship" is broad in meaning; it covers not merely the work of the individual salesman who goes on the road and offers machines or who offers them from the floor of some wareroom, but includes the activities of all branches of the selling end of the business. Salesmanship, in its broad meaning of knowledge of selling methods and efficiency in selling, is even more essential to the proprietor in his work of organization than to the individual salesman in his work of developing individual prospects. Even the handling of the firm's credits may be well included as a department of salesmanship, as nothing has a more vital connection with re-orders of goods from a single customer.

BUSINESS for the past month has not been over brisk in the talking machine line, and complaints have reached us from a number of sources, which show that trade is not up to the expectations of many. Still, judging from reports, the total volume of business for February exceeded that of a year ago, a condition which shows that an advance has been made; but the great trouble has been that the American business man is never satisfied with making a moderate advance. He looks upon business as being dull unless the record of the previous year has been far eclipsed. We have been so accustomed to making these special advances in later years that nothing satisfies us unless the increase is of pretty good proportions. There must be some cessation in the climbing process, and it may be a good thing to have a little lull occasionally in business.

WE have taken pains to investigate the business conditions surrounding a number of geographical points, and the result of our investigations has been that we have observed a painful lack of progressiveness on the part of the men who have complained of the talking machine business. Business will not come to the man who will not let the people know that his doors are open. It would pay some of the leading concerns to send out a regular corps of experts whose duty it should be to train some of the dealers in adoption of their methods. A lot of men are simply going to sleep in rich territory. They have bought some machines, placed them in their establishments in an unattractive manner, and wonder why they are not doing business.

SUCH a class of men need instructions from manufacturers. The desired results are not reached by sending out literature. It requires more than that. They have got to send out men who can work with these merchants and coach them, show them how to display goods, how to keep their warerooms bright and attractive, their stock in good shape, and to let the people know through their local papers what a marvelous development the talking machine has reached. There are hundreds of thousands of people all over this country who are as yet in total ignorance of the splendid development of the modern talking machine. When they hear the name mentioned they immediately associate it with the crude creation of years ago before the fine work of our inventors had developed the product to such an interesting state.

TALK about the business being overdone! It is only the drones who are raising that cry. The progressive men are busy developing trade that pays, and there is plenty of it all around, if men would only use judgment, hustle and reason, in its development. When you hear a man saying that the talking machine business is dull to-day, you can make up your mind positively that it is not the general business which is wrong. It is his system that has gone astray, and what he needs is new ideas with which to bolster up his declining business structure. The business is all right, and the general conditions of the country are such that it warrants every man in this industry bending all his energies to the development of trade. The business outlook for the trade is excellent.

LABOR is universally employed at splendidly remunerative wages, and it should be understood that the wage-earners of this country are tremendous purchasers of talking machines. At the high wages now prevailing they are able to satisfy their inclinations in various ways, and many of them are delighted with the talking-machine as a home entertainer. So great has the demand become for the records from the class who are employed during the working hours that many retail talking machine establishments arrange to keep open during the evening, and enormous sales have been made during that period. It pays to work every business point possible to the utmost nowadays, and there are great possibilities in the talking-machine trade which will be appreciated more and more by those who have an intelligent grasp of the situation.

SOME jobbers have expressed surprise at the returns which they have received from modest advertisements in The World. To learn of this causes no surprise to us, however, because we have an accurate knowledge of the fact that the small dealer is a close reader of this publication in every section of this country. We are gradually adding to our lists of names, and the new subscribers who are coming in every month as a result of our extensive campaign of distribution is most gratifying. Every jobber who is represented in this publication may have the assurance that his advertisement is seen by all of the smaller dealers throughout the territory which is tributary to his market.

We try to keep up with the trade procession and to exert a helpful influence everywhere. That is the mission of this trade newspaper institution, and we endeavor to live up to our principles.

WE have been looking over the trade situation in Porto Rico, and it is surprising how popular the talking machine has become among the residents of that island. The total of Porto Rican trade last year amounted to nearly \$40,000,000, which is several times the volume of business transacted during the old Spanish regime. Since the American occupation—in spite of the fact that we have not done our full duty by the residents—the island has advanced, and labor is being better remunerated than during any time in the history of the country. The Porto Rican will save money to buy talking machine records, and some of the houses there are doing a very satisfactory business, and the market will be constantly improving with the passing of each year.

ANOTHER "TALKER" AMUSEMENT.

Something New in Entertainments for Lovers of the "Graphs" and "Phones."

A banquet was given by one of New York's most select literary clubs the other night, and the chief entertaining feature was the talking machine. It was down on the programme as an absorber of toasts, and that the title was an appropriate one is clearly demonstrated by the following account of its success, or, perhaps, triumph would be a better word.

Beside each plate on the snowy cloth of the banquet table, showing in somber contrast with the gleam of silver and dazzling sparkle of cut-



THE TALKING MACHINE AT THE BANQUET.

glass around it, lay a small black cylinder; a new kind of napkin ring apparently, for thrust within it was a roll of milk-white damask. It held this office, 'tis true, but it had a more important duty to perform later in the evening which would completely overshadow its modest position as custodian of the napkin.

After the various courses had come and gone, and the subject of after-dinner speeches was in the air, the little black cylinder leaped into prominence and honor. It became the most honored of guests, for would it not soon be talked to individually by some great man or woman while the other celebrities present were forced to be content with a general distribution of the golden stream of oratory?

As the toasts were announced, a waiter placed before the lady or gentleman about to speak a talking machine. Then the little black cylinder was inserted upon the mandrel and the toast delivered into the horn.

At the close of the banquet, all the cylinders were carefully collected and given into the hands of the secretary, whose duty it was to place them in safe keeping until once again the club should call its members to their annual feast. When that time arrives there may be a vacant chair at the festive board; some member may have drifted into the deep, dreamless sleep of death, but even though the living voice may be silent forever, still a perfect reproduction remains engraved with delicate precision upon the glossy surface of the little black cylinder. While it cannot keep its members with it always, this literary club may retain among its archives the voices of those it once cherished through the wonderful genius of man which brought to light the eighth wonder of the world—the talking machine.

HOWARD TAYLOR MIDDLETON.

VICTOR CO.'S EXCHANGE PROPOSITION.

Bearing date of February 18 the Victor Talking Machine Co., Camden, N. J., have sent the trade the appended supplementary notice in part as follows: "We would call your attention to the record exchange proposition which was mailed on the 15th inst. This proposition is operative from February 20 to 28 inclusive, and enables Victor distributors and dealers to clean their shelves of all cut-out, dead or slow-selling stock, in exchange for what they have come to recognize as quick sellers in the Victor record catalogue. While we do not agree to inaugurate this exchange proposition at regular or specified periods, this * * * exchange proposition is

of great importance to all music dealers throughout the United States, as well as to Victor dealers."

"TWIN CITIES" REPORT PROGRESS.

Minnesota Phonograph Co. Remove—Manager Luckers' Report—Hough's Four Stores Doing Well—Several Take on the I. C. S. Course—Adjustable Case Co.'s Record Case Specialties Appeal With Especial Force to Live Dealers—Other News of Month.

(Special to The Talking Machine World.)

Minneapolis and St. Paul, March 10, 1907.

The Minneapolis branch of the Minnesota Phonograph Co. moved last week into temporary quarters on 4th street, which they will occupy during March pending expiration of a lease on premises of which they will take possession the first of April. They are located at 526 Nicollet avenue, in the heart of the retail business section. Rents are so heavy in this section that this contemplated step would seem to indicate the prosperous character of the business of the company since it opened this branch a year ago last December.

"We had a good steady trade during February," said L. H. Luckers, president of the company, "and results were fully as good as during January, that is, for retail sales. In the wholesale department, the demand for both Victor and Edison goods is constantly increasing, and the outlook for the spring trade seems to be exceptionally encouraging. The only thing I have to kick about is because we cannot get the goods."

T. C. Hough reports an excellent month's business at his four retail stores. "The public is buying a much better grade of machine these days than formerly," he said, "and the outlook for a much bigger year than last seems a pretty safe prediction." Mr. Hough has just put in a good line of I. C. S. Language Outfits.

J. W. Wheeler, of the Columbia Phonograph Co., reports a satisfactory month's sales at the branches in both cities. "The public taste has improved considerably in the call we have for records," he said.

Theo. Severans, formerly employed by T. C. Hough, has just opened an attractive store on Nicollet avenue, in the Nicollet House Block. He is handling the Edison exclusively.

W. J. Dyer & Bro. reported quite a satisfactory month during February in their talking machine department, the demand for records being reported very good by Messrs. Mairs and Fuller, the managers. It was stated that the

business showed a big increase over the same month last year. They have opened a new department to be devoted exclusively for the sale of the I. C. S. Language Outfits.

A. M. Magoon, in charge of the Victor Department for the New England Furniture Co., reported trade continuing steady, and of a very satisfactory character.

The Adjustable Case Co., of 3416 Second avenue, South, have recently put on the market an adjustable and expansive cylinder record wall case that is equally convenient for use in salesroom or home. In regular form the case consists of eight shelves capable of holding in all ninety-six records in their ordinary cotton-lined boxes, while with additional shelves the capacity of the rack can be increased to hold 144 records. Some of the advantages of this handy patent record wall case are: it is compact, exposes the title of every record to plain view, permits them to be kept in their original cases free from damage, may be hung out of the reach of children, fits any space and, above all, may be adjusted to meet all conditions through the removal or addition of shelves. A patent shelf edge permits the record to be withdrawn from the case with ease and without disturbing other records. In salesrooms the wall case is not alone useful for holding records, but may be used for window displays, holding light articles, novelties and jewelry, etc. The head on the edge of the shelf prevents the articles from sliding off when the shelves are hung at an angle, so many unique displays can therefore be arranged.

EDISON & WEBER SOUTH.

The Great Inventor and His Superintendent Arrange to Avoid the Rigors of Our Northern March—Will Rusticate South.

Feb. 25, Thomas A. Edison and his wife, accompanied by the latter's brother and wife, started on the "Florida special" for Fort Myers, on the Gulf side of the Everglade State, where they will remain for six weeks or more. Mr. Edison has a comfortable home of his own at this place, which is on a bay or estuary of the Gulf of Mexico, it being his regular practice to avoid the rigors of the Northern month of March by going South. The following day Peter Weber, superintendent of the Edison Works at Orange, N. J., also took his departure for Florida, and will be the guest of Mr. Edison at the Fort for a month. This is the first real vacation Mr. Weber has taken for years, and only rest and recreation are on his programme.

WE'VE GOT IT AT LAST

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

It's a WOOD COLORED HORN.

Horns that are true and exact reproductions of oak and mahogany in the various shades—that appeal to the critical eye, are finished in rough and high polished surfaces. A revelation in horns which add to the phonograph an extremely valuable acquisition. Cabinets of the Edison Phonographs and Victor Talking Machines are readily matched. Absolutely new and novel and cannot be distinguished from the natural wood.

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

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

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

Our morning glory flower horns have met with favorable comments wherever shown. The decorations are without a doubt the prettiest and most artistic ever exhibited. The enormous sales of these horns alone give evidence of their superior quality. We make them in many colors and designs.

Are built of extra heavy tin insuring them of durability.

Carefully and scientifically baked which overcomes all doubt of fading.

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

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

100,000 RECORDS ALWAYS IN STOCK

<p><small>JOBBER'S</small></p> <p>EDISON</p> <p>PHONOGRAPHS RECORDS, ETC.</p> <hr/> <p>GENERAL SUPPLIES FOR CYLINDER MACHINES</p>	<p>Douglas Phonograph Company</p> <p>MANUFACTURERS "PERFECTION" SUPPLIES, ETC.</p> <p>RETAIL—WHOLESALE—EXPORT</p> <p>Salesroom, 89 Chambers Street <small>Cable Address, Doughphone, N. Y.</small></p> <p>New York</p> <p>Largest Exclusive Talking Machine Jobbers in the World.</p>	<p><small>DISTRIBUTORS</small></p> <p>VICTOR</p> <p>TALKING MACHINES RECORDS, ETC.</p> <hr/> <p>GENERAL SUPPLIES FOR DISC MACHINES</p>
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IMPORTANT NOTICE TO THE TRADE:

PENDING the issue of our revised Price-List on Repair Parts and Accessories for Phonographs and Talking Machines, let us quote you prices before ordering elsewhere.

We have been enabled to make material reductions from our present list.

We carry the largest stock in the United States of

Edison Phonographs and Records

Orders filled promptly and completely on the day named.

Don't forget us when you want Record Cabinets—Cylinder or Disc.

We have some discontinued styles on which we are quoting bargain prices.

TRADE BOOMING IN MEXICO.

The Outlook Throughout Our Sister Republic Is Healthy—The Espinosa Phonograph Co. Expect That Their Business During 1907 Will Average Fifty Per Cent. More Than Last Year—G. A. Smith the New General Manager Is Now in Harness.

(Special to The Talking Machine World.)
Mexico City, Mex., March 6, 1907.

The talking machine trade in this city, and, in fact, all over Mexico, is in a healthy condition, and a remarkable growth is experienced continuously.

An excellent idea of the state of the business may be gleaned from the record of the Espinosa Phonograph Co., the oldest and one of the largest talking machine houses in Mexico. This company have headquarters at Calle de Santa Clara, No. 18½, Mexico City, with branches

throughout the country, and handle the Columbia line exclusively. At present prospects the business of this firm during 1907 will average 50 per cent. more than that of 1906.

G. A. Smith, the new assistant general and sales manager of the company, arrived in Mexico last month, and now has his work well in hand. Mr. Smith is a man of wide experience in the talking machine trade, having been connected with the Portland, Ore., branch of the Columbia Co. for several years.

STILL ANOTHER CLAIMANT.

Still another claimant to the authorship of the Thanksgiving menu which recently appeared in The Talking Machine World has cropped up. In this connection we are in receipt of the following letter from Harry Marsey, manager of the Buffalo Talking Machine Co., Buffalo, N. Y., who says:

"The Talking Machine World, New York:
"Gentlemen—Reading your article regarding that Thanksgiving menu which the Buffalo Phonograph Co. claim to have originated, I beg to state that I individually got that menu up. I worked on that article several nights before I got it to look and read as good as it does, and had quite a hard time convincing the Buffalo Phonograph Co. that it would make a hit, and since you printed it in your paper it convinced them that it really was something. They claim the honor of its origination, of course. I was in their employ at the time, and I presume that they have the right to the claim, but I should think that they would at least mention the fact that I was the one that got it up for them."

EDISON GRAND OPERA RECORDS FOR MAY.

Five grand opera records will comprise the National Phonograph Co.'s Supplement No. 6, for May, but are to be sold the public before April 27, as follows: B 46, "Tarantella" (Rossini), by Giuseppe Campanari, baritone; sung in Italian, orchestra accompaniment. B 47, "L'Air des Fleurs" de Siebel ("Siebel's Flower Song"), "Faust" (Gounod), by Mme. Jacoby, contralto; sung in French, orchestra accompaniment. B 48, "In diesen heil'gen Hallen" ("Within These Sacred Halls"), "Die Zauberflöte" ("The Magic Flute") (Mozart), by Robert Blass, basso; sung in German, orchestra accompaniment. B 49, "O Paradiso in terra" ("O Paradise on Earth"), "L'Africaine" (Meyerbeer), by Florencio Constantino, tenor; sung in Italian, orchestra accompaniment. B 50, "A tanto amor" ("To So Much Love"), "La Favorita" (Donizetti), by Mario Ancona, baritone; sung in Italian, orchestra accompaniment.

LARGER QUARTERS FOR O. K. HOUCK.

In order to better accommodate their tremendously increasing talking machine trade in Edison and Victor lines the O. K. Houck Piano Co., of St. Louis, Mo., have completed arrangements for the removal of that department from the third floor of their building to the first, or street floor. Preparations are already under way for the erection of special booths and sound-proof rooms, and when all the changes are complete the Houck Piano Co.'s department will be one of the handsomest and most convenient talking machine salesrooms in the city.

According to a recent decision of Judge Broyles, of Atlanta, Ga., in the case of S. P. Robbins, manager of a moving picture theatre in that city, it is permissible to use a talking machine for attracting attention, provided a rag is stuck into the horn to muffle the sound. Attorney for the defense promised to insert a sponge in the horn to absorb the liquid tones.

In addition to the many patents controlled by the Ideal Fastener Co., one has recently been issued on their O. K. Horn Crane. This patent is very broad, and as a member of the firm said, considerably strengthens the position of the company to stop any attempt of infringements upon their rights,

NEW
IMPERIAL PHOTOGRAPHS
OF



TALKING MACHINE ARTISTS

SPECIAL OFFER TO DEALERS

If your Jobber cannot supply you we will express to you, pre-paid, to any part of the U. S., 25 of these handsomely finished photos, assorted, on receipt of \$5.00. In your order we will enclose attractive printing matter for your trade. Duplicate orders must be secured through your regular Jobber.

35¢ EACH

Mr. Dealer.

Are you supplying the demand for these photographs in your territory? If not, order a set from your Jobber and make an attractive window display, and notice how interested your customers are in these.

All the leading Jobbers now carry these photographs in stock. They are handsomely finished and each bears a fac-simile signature of the artist. Your order can be filled for the following:

LIST OF ARTISTS

- | | |
|----------------------|----------------------|
| Ada Jones | John Kaiser |
| Len Spencer | Billy Golden |
| Arthur Collins | Edgar L. Davenport |
| Byron G. Harlan | Leo Zimmerman |
| Harry MacDonough | Frederick W. Ecke |
| R. J. Jose | H. E. Nesbit |
| Frank C. Stanley | George Seymour Lenox |
| Billy Murray | Irving Gillette |
| Bob Roberts | Albert Benzler |
| Corrine Morgan | Fred Van Eps |
| Mary Porter Mitchell | Edward Meeker |
| Marie Narelle | Edward Barrow |
| Daisy Boulais | Joe Belmont |
| Florence Hinkle | John H. Bieling |
| Miss Marie Hoy | S. H. Dudley |
| Edward M. Favor | Eugene C. Rose |
| Cal Stewart | William Tusen |
| Will F. Denny | Andrew Keefe |
| Hans Kronold | J. F. Harrison |
| Frank R. Seltzer | Julian Rose |
| Fred W. Hager | Wm. F. Hooley |
| John Hazel | Steve Porter |
| Charles D'Almalno | Vess Dssman |
| Frank S. Mazzlotta | William H. Thompson |
| E. A. Jaudas | Tascot |
- Harry Anthony

MALE QUARTETTE. GROUPED

- | | |
|-------------------------------|--------------------|
| MacDonough, Bieling & Dudley, | Harlan & Stanley |
| Hooley | |
| Bieling & MacDonough | Anthony & Harrison |
| Collins & Harlan | Jones & Spencer |

The Channell Studio for Photography
ORANGE, N. J.

FREE SAMPLES of Needles That Prove.

Playrite
TRADE MARK

NEEDLES

"THE NAME TELLS WHAT THEY DO"

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

Melotone
TRADE MARK

"GIVE A MELLOW TONE"

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

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

Manufactured by

BLACKMAN TALKING MACHINE CO.
97 Chambers Street, New York

Phonograph Record Cabinets with Hornholder Attachment (Patented.)



Our cabinets have a hornholder that is out of sight within cabinet when not in-use. We make a large cabinet, quartered oak or with mahogany finish, holding 305 Records. The one illustrated is of plain oak. The larger one has drawers with revolving bottoms, so that rear records can be brought forward. You lose good business by not having our cabinets. For prices inquire of

Holds 180 Records.

Syracuse Cabinet Co., Syracuse, N. Y.

SPECIAL TO THE TRADE!

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

- "Every One Is In Slumberland But You and Me"
- "Twinkling Star"
- "Sweethearts May Come and Sweethearts May Go"
- "Where The Jessamine Is Blooming, Far Away"
- Instrumental—Paula Valse Caprice

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

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

BEKA RECORD

THE BEST and CHEAPEST DISC

IN THE WORLD

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

GERMAN
ENGLISH
FRENCH
ITALIAN
PORTUGUESE
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HUNGARIAN
DANISH
SWISS
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PEKINESE
SHANSINESE
KIANGNANESE
CANTONESE

ARABIAN
TURKISH

HINDUSTANEE:
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MARATHI
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MALAYIAN

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

UP-TO-DATE ADVERTISING

CORRESPONDENCE INVITED

Beka Record, G. m. b. H. Berlin, Heidelberger Str. 75-76

SOLE AGENT FOR GREAT BRITAIN AND COLONIES

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

FROM OUR EUROPEAN HEADQUARTERS

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

TRADE HAPPENINGS IN ENGLAND.

Business Throughout Country Pretty Fair With London Somewhat Quiet—Whitlock's Latest Invention—Specialties Worth Investigating—Some New Catalogues—National Phonograph Co. Report Progress—New Factory for Gramophone & Typewriter Ltd.—Neophone Co. Organize—The Pessimist and Optimist Compared—The General Phonograph Co.'s New Disc Record—Some Remarkable Records—Russell Hunting Co.'s Removal—Hopkins Succeeded by Hanshue—Death of Arthur Smith Regretted—New Excelsior Disc Machine—Neophone Co. Affairs—Gramophone Heard in Opera and Concert—Other Items.

(Special to The Talking Machine World.)

World Office, 69 Basinghall Street,

London, Eng., March 1, 1907.

Reports indicate fair general business last month, notwithstanding the many cycle dealers who have relegated records to the background now that fine or cycle weather is with us. Seemingly, for no particular reason, London business is not so brisk as with provincial dealers; yet London has not been so bad as January expectations lead us to believe. In the provinces money is not so tight. London is provided with evening amusement in plenty, while some of the smaller country towns lack even a decent theatre, and in consequence fall back upon the talking machine, in which the people find equal consolation and enjoyment, judging from the present call for popular London titles. Money is spent more liberally, and consequently we find provincial trade proportionally greater than in London.

A Handsome Cabinet.

A handsome new showroom or concert platform cabinet has been designed by W. H. Whitlock, of horn fame. The front is of a very artistic appearance, decorated in gold and silver leaf, on a background of imitation bird's-eye maple wood. Standing over six feet high, it presents a striking front of a novel and original character. Collapsible table for machine and shelves for records fit on at the back, so that the operator cannot be seen by the audience. A specially designed horn is inserted through an aperture in front, the bell fitting flush from frontal view. The article is altogether of an ingenious nature,

and reflects much credit on Mr. Whitlock's untiring efforts and fertility of brain.

Some Rauth Accessories.

In our columns will be found a list of a few cheap accessories put out by Mr. Rauth. American and colonial dealers would do well to write for prices, which allow of export. I have personally tested many of Mr. Rauth's productions, and have found them of good quality and reasonable in price. They are worth specializing by dealers, as I am told the margin of profit is liberal. Disc record albums, rubber and nickel-end connecting needles, etc., are much in demand, therefore inquiries should be made at once. By-the-by, Mr. Rauth is introducing a new disc record of a natural tone, particulars of which will be published probably next month.

American Talking Machine Co.'s Catalogue.

The American Talking Machine Co. (whose announcement will be found elsewhere) have recently issued their wholesale catalogue to the trade. The production is a veritable encyclopedia of everything relating to talking machines and records, containing as it does illustrations, detailed particulars and prices of every disc and cylinder machine and record, accessories, etc., upon the English market. The catalogue is recognized, even by competitors, as the most comprehensive ever issued, and the demand bids fair to soon exhaust the 10,000 which the firm had printed. Only legitimate dealers are invited to send trade card for this book to the company's headquarters at 31 Tabernacle street, London. It will also be seen from this firm's announcement that they require applications from suitable houses in every country, willing to represent them. Whoever distributes their products handles good things.

Artists for the National Phonograph Co.

Mr. Maryon, of the National Phonograph Co., spoke of the new artists his firm had recently secured. Miss Vesta Tilley, one of the new contributors, and undoubtedly one of the most popular comediennes of the day, has already recorded a first, i. e., "Following in Father's Footsteps," which has proved an enormous success. Miss Vesta Tilley has made an arrangement with the National Company whereby she records exclusively for them. Two other new artists, namely, Harry Champion and Harry Barratt, both comedians of popularity, have entered into contracts to record for the National Phonograph

Co. Dealers will find records by these three artists much in demand and should therefore prepare by ordering in quantities, and early. General business, said Mr. Maryon, is excellent, considering the weather changes. Spring, naturally, invite people out, and we find they buy where the dealer is progressive enough to catch them, either with handbills, circulars, local newspaper advertising, or attractive window displays. "No, the season is far from the end with us," exclaimed my informant, in answer to a query. Yet some people have already convinced themselves we are on the fringe of the dead season.

An Interesting Ceremony.

Not long ago a very interesting ceremony was performed at Hayes, Middlesex, when the directors of the Gramophone & Typewriter, Ltd., accompanied by Edward Lloyd, the famous tenor, performed the ceremony of cutting the first sod of the new factory that is to be erected to cope with the enormous increase of business that the company of recent years has created. The party included Trevor Williams, the chairman of the company; S. W. Dixon, general manager; Mr. De la Rue, a director, and others. Edward Lloyd consented to step from his retirement at Worthing, and performed the ceremony with a silver spade, which was afterward presented to him. The occasion, he said, marked the beginning of an undertaking of great extent, which will give employment to a vast army of British workmen. The works cover eleven acres of ground, and the Gramophone & Typewriter, Ltd., has shown a wise discretion in the choice of the site, which is only half an hour from London by rail, and occupies a position closely adjacent to the Great Western Railway, where they will have a special siding. On the north is a canal, a cutting to which will be made for dealing with their freight.

International Neophone Co. Registered.

The International Neophone Co. was registered on Feb. 4, with a capital of £2,000, in £1 shares, to acquire from Neophone, Ltd., the right to dispose of the patents and rights of Neophone machines, records and accessories in all parts of the world except the United Kingdom, together with the businesses of dealers in Neophone and other talking machines carried only by Neophone, Ltd., in those countries, respectively. No initial public issue. First directors, Dr. W. Michaelis and J. Morley, 2 Tabernacle St., London, E. C.

THE NEW REX RECORD CO., LONDON

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

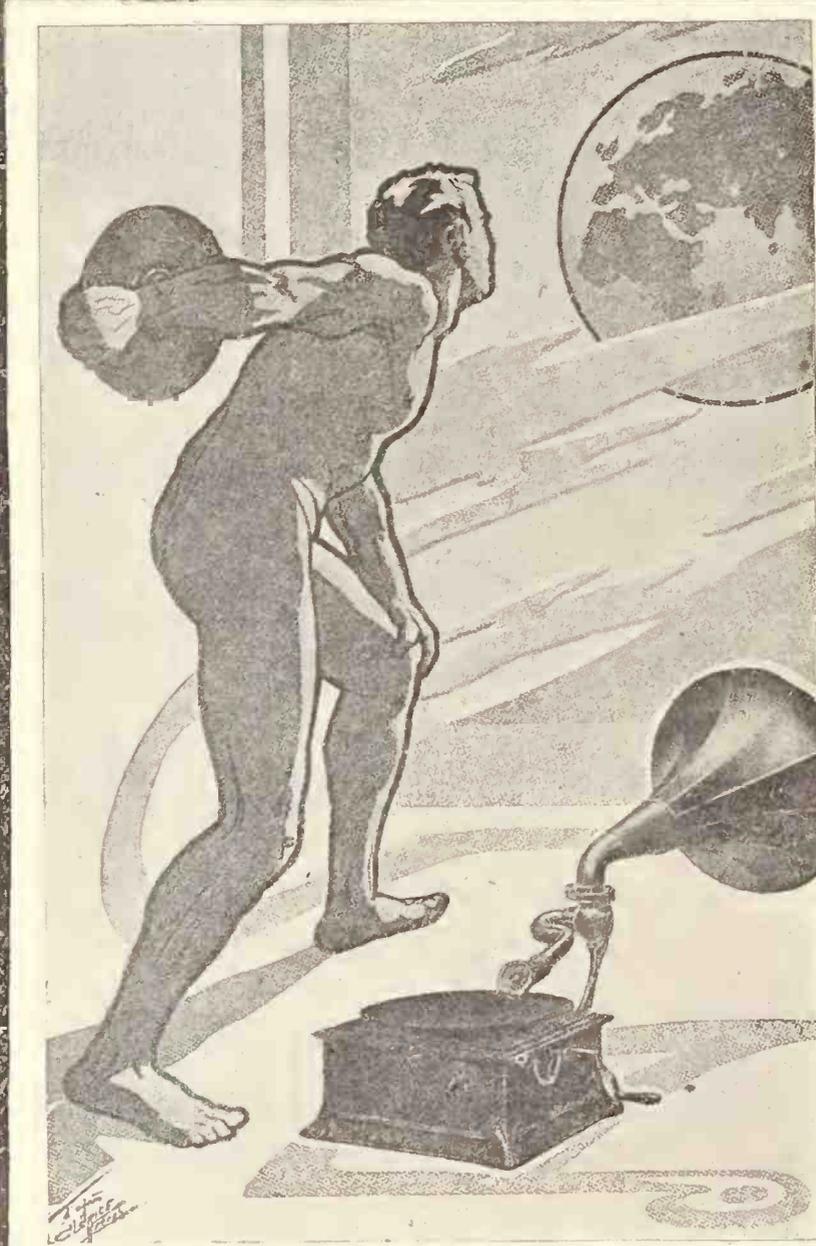
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GEO. DYER, Sec.

PATHÉ FRÈRES—LONDON
PATHÉ FRÈRES—LONDON

PATHÉ'S DISC



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

PATHÉ'S DISCS ARE PLAYED
 WITHOUT A NEEDLE, HENCE THEIR
 GREAT SUPERIORITY.

THE TIME FOR FANCY PRICES
 FOR DISCS IS PAST WE GIVE YOU THE
 GREATEST STAR ARTISTES AT ONE
 UNIFORM PRICE, 3/- PER DISC.

THE GREAT SUPERIORITY OF THE
PATHÉ DISC IS OBTAINED BY
 USING A SAPHIRE POINT, THERE
 IS NO CHANGING THE NEEDLE,
 GIVES THE NATURAL VOICE.

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

PATHÉ'S PHONOS

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

PATHÉ FRÈRES—LONDON
PATHÉ FRÈRES—LONDON

FROM OUR LONDON HEADQUARTERS—(Continued.)

Attending Annual Fair at Leipzig.

The annual institution or fair held at Leipzig, in Germany, has called away many prominent members of the talking machine trade. We hope the business and social time over there will have proved beneficial to all.

Gramophone Electioneering.

London County Council candidates have found the gramophone a most useful aid in electioneering, which saves them much of the weary strain of traveling and speaking. Speeches were delivered into instruments, which were then placed on carts and turned on at the street corners and other meeting places, and thus was surmounted the candidate's difficulty of being in more than one place at a time.

Gilbert Kimpton & Co. Pleased.

Gilbert Kimpton & Co. report a satisfactory condition of business in the Imperial records over here, and announce that their parents, the Leeds & Catlin corporation, are distinctly elated with the records made by Ian Colquhoun and Tom Child, which experts declare will reach a phenomenal sale in the States. W. H. Glendinning is expected back about the time these lines are in print.

Stocking Pathe Records.

British and colonial dealers are stocking Pathe phonographic disc records in goodly numbers, as the call is incessant. For the time of the year, said Pathe Freres, we are experiencing a most unlooked-for deluge of orders, which we are now able to execute without delay. The retail reception saloon in Regent street is gaining more and more popularity, and we are well satisfied with the result of our expenditure in that direction.

The Sterling Recorder Now Out.

March 11 (No. 5 issue), of the Sterling Recorder is now out, and the Russell Hunting Co. will be glad to send dealers a copy on application being made to the City Rd., London. This is the

company's house organ and is brimful of interesting hints and helps for the dealer.

Zonophone Records Still Booming.

Zonophone records are still booming everywhere. Mr. Nottingham, of the American Talking Machine Co., says that business in this line is so good that they have entered into an agreement with the British Zonophone Co. for close upon 200,000 records!

By Our Pessimist!

Who made the talking machine industry? Cycle dealers! Who is killing it? Cycle dealers! Seventy-five per cent. of the retailers handling talking machines, etc., are cycle dealers, and the fact that the majority are now pushing cycles to the front and talking machines to the rear—some even covering them up to keep the dust off—speaks for a bad time to come.

The Optimist

answers: "The volume of business done by cycle dealers in the aggregate during the season was great, but the turnover of each individually was little, and will be, so long as they place talking machines, etc., second, the consequences of which are that the buyers have tired of excuses and have long agitated, in many incidental ways, their music retailers to stock records. The musical instrument dealer was hard to move, but he is now waking up, and it will be found that throughout the country 50 per cent. have interested themselves in records and machines. Therefore it will be apparent that the trade is getting into the hands of more suitable shop keepers—men more enterprising—men who will keep their patrons alive to the various companies' summer lists as well as during the winter time. Thus the industry has a better outlook, and although the advantages will not perhaps be felt so much this summer, the change from cycle to music dealer stirs the imagination to conceive a gramophone garden party or summer phonograph recitals on the lawn or elsewhere, which is a sure sign that

we are nearing the reality of the thing!

Royal Approval.

The Gramophone & Typewriter Co. have been appointed by royal warrant makers of gramophones and gramophone records in ordinary to Her Majesty Queen Alexandra. Tribute of the best!

Concerning the General Phonograph.

Some interesting items and changes are announced by the General Phonograph Co. In conversation James H. White gave me some definite information regarding the new disc record which they have long contemplated issuing, and which will be an established fact by the time this is in print. I was shown the first master. It is on the Hill & Dale cut and phonograph principle of gold moulding applied to the disc. This principle has been obtained only after countless experiments spread over many weeks, and it is claimed the superiority of the gold moulded process ensures reproduction in a manner more life-like than any other known process, known as the "White Phono-disc." The first samples (double sided) consisting of about 100 titles, will be ready shortly. While the price is still a matter to be fixed upon, I may say it will be popular, and allow a generous profit to the dealer. Mr. White said that he is contemplating introducing the phonograph disc in America by next season, and if the proposition matures, he will probably cross the herring pond in the near future to fix up all necessary arrangements for equipping a large factory, which will enable them to issue unlimited quantities of records by the leading English, Continental and American talent. General business, Mr. White averred, was excellent, particularly from Australia, where from one firm alone they had received an order for 140,000 cylinder records, partly through introduction by their advertisement in The Talking Machine World. "It has been found that the situation of the Euston Road building is so

DEALERS, HAVE THE BEST!

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

Retail 1/- Price	"WHITE" RECORDS	Retail 1/- Price
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The Best Evidence of the Superior Quality of "WHITE" RECORDS is that they SELL
Send us your name and address and we will send you our complete list of letters to date

UNDER OUR LATEST SYSTEM OF MANUFACTURE WE CAN POSITIVELY GUARANTEE YOU
AGAINST "PIN HOLES." THE "WHITE" RECORD BY ACTUAL TEST WEARS THE LONGEST

COLONIAL DEALERS

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

SOLE SELLING AGENT FOR AUSTRALIA: JAMES ANDERSON, 255-257-259 Clarendon St., Melbourne

The General Phonograph Company

Limited

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

FROM OUR LONDON HEADQUARTERS—(Continued).

inconvenient to the trade at large," continued Mr. White, "that we have decided to abandon our premises there, and take more central offices in the district regarded as 'Phonoland.' In all probability our new place will be in the City Road. In the meantime the General Phonograph Co. invite dealers everywhere to forward a request for lists and trade terms to Euston Buildings, London, E. C."

Some Remarkable Recording.

The wonderful Mr. and Mrs. Zaucig—two persons with one mind—who have dazzled not only the people of America and Great Britain, but the whole world, by their remarkable exhibition of thought transference, recently recorded for the Gramophone Co. The experiment drew together an interesting little gathering. Professor McDougal came from Oxford, and one of the most attentive listeners was the editor of the Annals of Psychical Research. There were also Lord Northcliffe, Lord Montagu, of Beaulieu; C. Arthur Pearson, and Clement Shorter, and when it was over none of them confessed to anything other than wonderment and delight.

When Mr. and Mrs. Zaucig arrived at 3 o'clock and were conducted upstairs to the laboratory where the experiment was to be made, they were obviously extremely nervous and highly strung.

On her side of the big brown paper screen Mrs. Zaucig stood by her gramophone with tightly clenched hands, her mouth drawn in to the teeth, and eyes closed so tightly that the sight of the strained lids was almost painful. The fact that the lids were so closed while Mrs. Zaucig received many of the questions and gave many of the replies, dispenses with the theory that those scintillating eyeglasses of hers and her husband's are in any way employed as agents in signaling. Though, to be sure, the high screen between them disposed of that theory, too.

The objects ranged on the table by Mr. Zaucig's side represented without doubt the most difficult set of problems that Mrs. Zaucig has ever been set to solve. Mr. Zaucig was very pale and nervous, and as he stood shifting from one foot to the other, he kept flicking his hands so that his long, slim, bony fingers made a sharp crackling noise. But still his pale blue eyes smiled and glittered from behind his glasses as he made the now familiar little speech before he set to work.

There was, he said, nothing supernatural about his work and his wife's. He simply claimed that whatever he saw she could see, too.

Then with the rapidity of a bank clerk count-

ing change, he began to pick up one object after another from the little table, calling such questions as "What is this?" "Now this?" "Well, this?" into the instrument.

The answers came crisp and pat: "A pen," "A case," "A coin." "The date on the coin?" "1900."

These, of course, were common objects which must always be included in such a collection, but there were many things the like of which Mr. and Mrs. Zaucig can never have seen before. There were, for instance, a little child's kindergarten cube of variegated colors, a money-case which included every piece of gold and silver coined in this country; a patent appliance for clipping nails, a little Janus-like piece of carved ivory, having the head of a skeleton on one side.

So nervous was Mr. Zaucig that now and again his rapidly working fingers fumbled at the article which he selected, and then Mrs. Zaucig hesitated for the fraction of a second. Once or twice in response to his questions she gave the name of the object lying next to the one which he picked up, but this only lends color to Mr. Zaucig's statement that Mrs. Zaucig sees what he sees, and his explanation was that if his gaze wanders for a moment, Mrs. Zaucig must of necessity go wrong.

Once her answer was curious. The object selected by Mr. Zaucig was a specimen of a dried Mexican "smallhead." Mrs. Zaucig's reply was, "A gentleman's face."

But apart from this she made no mistake, the most wonderful exhibition being when she gave the date, number and price of a visitor's railway season ticket, and added, in the same breath, the name of the owner.

It may be said that the strain of the test was so great that it left Mr. Zaucig almost distraught and Mrs. Zaucig as pale as ashes.

The reasons which first gave rise to this idea of recording the Zaucigs' questions and answers by gramophone are that even the swiftest shorthand writer in the world must toil in vain after their rapid questions and replies, and that no record in cold print can hope to give those momentary hesitations and those subtle inflexions of voice which the code theorists maintain are half the Zaucigs' secret.

The Very Thing!

The lady with the armful of paper parcels was evidently in a hurry, and the fierce glare in her eye aroused the young bookstall clerk from his habitual afternoon reverie. "Look here," she

said. "I want a book for my husband. It's his birthday, and I want it for a present. Show me what you have, and be quick about it! Nothing too expensive, mind you; and I don't want anything too cheap, either—do you hear? He's a mild-mannered man, and not fond of sports, so don't show me anything in that line. For goodness sake, don't offer me any of those trashy novels, and no matter how much you try to persuade me, I won't take anything in the way of history or biography. Come, now, I'm in a dreadful hurry, and I've already wasted too much time here. Of course, you don't know my husband, but from all I've said, can't you suggest something appropriate?" "Guess I've got the very thing," was the assistant's reply. "Here is a little volume, entitled 'How to Manage a Talking Machine.'"

Arthur Smith's Death Regretted.

The death, early in the month, of Arthur Smith, conductor of the London Military Band, caused many expressions of genuine regret among his friends of the Columbia Phonograph Co. and of sympathy for his widow. Mr. Smith was a prominent member of the Royal Society of

HILL AND DALE CUT DISC RECORDS

"EDISON CUT DISC RECORDS" are the discs of the future—in fact, they are the records of to-day. The reproduction is far superior to anything ever brought out in the Talking Machine Trade.

PERMANENT SAPPHIRE NO NEEDLES TO CHANGE

A GREAT SUCCESS is assured to the manufacturer who will manufacture this record IN AMERICA.

A first-class RECORDING EXPERT, knowing the Phonograph-Disc Business from A to Z, is open for a proposition, and will proceed to America provided a deposit is placed with the Editor of this paper. Write

H. D. C.,
Care Talking Machine World,
69 Basinghall Street, London, England

The Russell Hunting Record Co., Limited

MANUFACTURERS OF THE
"STERLING" RECORD

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

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

"STERLING"

GOLD MOULDED RECORDS 25 CENTS EACH.

LIBERAL DISCOUNT FOR EXPORT.

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

THE RUSSELL HUNTING RECORD CO., Limited

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

**PHILIP NEALE,
PHONO. EXPERT,
5 Chalk Farm Rd. LONDON, N. W**

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



LATEST NOVELTIES

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

C. W. CORDOCK & CO.
High Street, Scunthrope, Lincs., England.

FROM OUR LONDON HEADQUARTERS—(Continued.)

Musicians, and was well known in military band circles. He was for some time a member of Sousa's Grand Concert Band, and toured over a large part of the States as principal cornet soloist, during which time a close friendship sprang up between him and the famous "March King." He was also a member of the Coldstream Guards Band, and for a considerable period was connected with the Queen's Hall Orchestra. From the latter organization, largely, he selected the musicians which he gathered together to form the London Military Band, the merit of whose performances is recognized by every user of Columbia Records. At the time of his death and for several years previously he was in charge of the military band instruments department of Messrs. Chappell. Having a very sunny disposition and cheerful manner, Mr. Smith made friends in great number, all of whom will genuinely feel his loss.

C. J. Hopkins to South America.

Charles J. Hopkins, so well known to the trade as assistant London manager of the Columbia Phonograph Co., has just received a new appointment under his company, which will give him a continent as scope for his abilities. He is to undertake the oversight of the continually increasing trade in Columbia productions in South America. Buenos Ayres will be his headquarters. He left this country on the 13th of February on the "Kronprinz Wilhelm" for New York, where he will meet the officials of the Columbia concern preparatory to entering on his new field. Already there has been the spice of commercial romance in Mr. Hopkins' Columbia career, for he has done a great deal of pioneering work, and has probably traveled more extensively for talking machines than any other man in the trade. He joined his company ten years ago, and after being assistant manager and manager of two branches in the States, he was transferred to this side of the Atlantic. His first European appointment was the assistant managership of the Columbia establishment in Paris. Then he undertook the direction of affairs at the St. Petersburg branch, and was afterward made assistant manager at London. His splendid successes in salesmanship marked him out for a world trip, and he traversed the globe in the interest of his company, visiting every country of importance except South America. The result of his tour was most gratifying, valuable connections being opened up practically everywhere. Mr. Hopkins' activities in this country brought him into touch with all the factors, and many of the leading dealers in the United Kingdom, and as he possesses the rare faculty of awakening feelings of personal friend-

ship in his business acquaintances, the news of his new appointment will evoke exceptionally cordial good wishes throughout the trade for the realization of another brilliant chapter in a very interesting career.

Hanshue Succeeds Hopkins.

Mr. Hopkins' successor in London is W. E. Hanshue, who is new to the talking machine trade, but possesses an admirable faculty of getting along with dealers and brings to his new work a freshness of ideas and an enthusiasm that are sure to bring splendid results.

Russell Hunting Co. Removal.

The Russell Hunting Co. and Sterling & Hunting, Ltd., will be moving from City Road and Hansell street premises into the new building not later than the March quarter, which date, by the by, is the end of their financial year. The new quarters are now rapidly nearing completion, and in a few weeks will be out of the builders' hands. I shall then be able to furnish a few particulars of what is regarded as one of the most conveniently arranged premises in the talking machine industry.

Neophone Co. Affairs.

Under the new manager, Mr. Parr, the Manchester quarters of the Neophone Co. are reported to be making phenomenal progress. Local dealers seem to be supporting this department well. In course of a short chat, Mr. Craies, of the London headquarters, mentioned that their factory is now in good working order, and going at great pressure to meet the call for the improved Neolite sapphire disc, which is fast being recognized as a formidable competitor of the

Berliner-cut type. Australian business is on the increase. The Neophone Sydney agents, Messrs. Mason & Bohanna, find things booming just now, and are opening several new branches in preparation for the coming season, at which time we are in the height of our summer.

New Styles of Excelsior Disc Machine.

At the invitation of Mr. Vischer, I recently had a private view of two new styles in the famous Excelsior disc machines. Both were obviously of excellent workmanship and finish. The tone arms, it was claimed, are absolutely sound-tight, and in point of view of construction, are of an unique pattern. The works are well finished, the motor comprising an embodiment of several new principles. The sound-box also is of a new scientific construction, and reproduces most naturally, as was demonstrated. The cases are splendidly made—one in polished oak, the other of walnut wood inlaid, surmounted by flower horns of a pretty design. I should say the general qualities of these new Excelsior machines leave nothing to be desired. They will of a surety be fine sellers for English talking machine dealers.

Some Lyon & Co. Novelties.

A. Lyon & Co. are offering some particularly cheap lines, notably disc record albums, which are advertised elsewhere in these pages. These albums represent the latest in point of quality and adaptability. They have very strong cloth covers, fastened with a special clasp, while the inside slots are of a hard-wearing vellum style paper, which is guaranteed not to tear. The price is very low, and will allow American

ALBUMS FOR DISC RECORDS

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

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

CARL LINDSTRÖM, G. m. b. H.
BERLIN

LARGEST Continental Manufacturer of All Kinds of

TALKING MACHINES

Best Quality

Best Workmanship

Best Value

Agent for England and Colonies:

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

To whom all inquiries should be addressed

FROM OUR LONDON HEADQUARTERS—(Continued.)

jobbers and dealers to handle this line (in spite of tariffs) and show a good profit. The company will send their lists to any legitimate dealer applying. Messrs. Lyou & Co. are also sole factors for the Zonophone and Sterling Hebrew records, of which some splendid selections have recently been issued.

Favorite Co.'s New Lists.

The Favorite Co. are constantly adding new lists to their already fine repertoire of selections varied. Among the latest are some particularly good pianoforte solos, and other contributions of a classical nature, for which the demand, although not large in comparison with sentimental and comic records, is nevertheless steady.

Gramophone in Opera and Concert.

The gramophone is in evidence all over the country. Recitals are the order of the day, and it is safe to remark that such publicity is productive of good results for the company. A gramophone performance of the whole of Verdi's "Il Trovatore" was recently given a great ovation at the Chiswick Town Hall. Again at the close of the evening service at Gorleston Parish Church, a recital was given on behalf of a local distress fund. Truly, it is an instrument of many and varied missions!

Some Fine Odeon Records.

The Odeon Co. beg to call attention to some magnificent band records issued in the March supplement, by the Imperial Infantry Band, also a new record by Madam Emmy Destinn and J. H. Scotland. Among the instrumental records issued for March will be found some very fine selections on the violin and cello, organ and banjo. The organ solos by Mr. Letorey, of Paris, will prove a very excellent record, and we believe one of the finest organ records that has at present been recorded. They are also putting out a very fine violin record made by Miss Alice Liebman.

The New "Discodeon" Record.

The new "Discodeon" machine, just placed on the market by Messrs. Sterling & Hunting, has been an enormous success, and is in great demand, owing to the many improvements in this machine, which has an entirely new motor, walnut cabinet, tone arm and sound-box, the sound-box being made on a new principle and being insulated, and there is no metal connection whatever between the tone arm and the sound-box, which reproduces all records with the total absence of any metallic noises whatever, and also reduces the scratching noise to a minimum.

"Fonotopia" Advertisement Record.

The "Fonotopia" advertisement record, which was offered in the Daily Mail on Wednesday, February 13, created an enormous demand, and any one who was not fortunate in making use of this magnificent offer where they could obtain a 12-shilling double-sided record for four shillings 6 pence, can still do so by sending in a postal order for that amount, as there are still a few more to be had. Since this record was issued Messrs. Sterling & Hunting have received some

thousands of testimonials testifying to the excellence of Fonotopia records.

PRICE MAINTENANCE CRUSADE.

The Practice of Underselling Fixed Prices Has Obtained Very Serious Proportions—A Condition That Calls for Immediate Rectification—The World Interviews a Number of Prominent Men in London on This Subject—Their Opinions Are of Interest.

(Special to The Talking Machine World.)

World Office, 69 Basinghall Street, E. C.,
London, Eng., March 2, 1907.

The iniquitous practice of underselling fixed-priced goods has obtained serious proportions in England, chiefly owing to the fact that the English law does not recognize a direct breach of contract on the part of the dealer who cuts the price. The red tape processes which have to be gone through, lead only to the granting of an order restraining a defaulter, and in consequence the practice goes on almost uninterruptedly. The manufacturers generally are doing their best to stem the tide, but little will result until such as are interested unite and work in combination with the factors to stamp out this ever-growing evil. Mr. Nottingham's opinion (given hereunder) seems very pertinent and one that, if adopted, would surely result in relieving the question more so than other methods now in force. The following are representative views on the matter:

The Columbia Phonograph Co.'s Views.

The Columbia Phonograph Co., General, say price cutting is ruinous to business, and they have always set their faces sternly against unfair trading. Having now introduced certain arrangements which simplify the legal processes by which their object may be secured, they are conducting their campaign against those who are guilty of this practice with greater vigor than ever. Within the last few weeks they have caused proceedings to be taken against five firms, succeeding in each case in restraining the price-cutter, and it is their intention to continue this policy consistently and persistently, irrespective of the standing of any offending firm or of the trouble involved in bringing the charge home to the delinquent party. All straight-forward traders will do what they can to back up the Columbia Co. in the determined stand they are taking against the "black sheep" among them.

A Factor's View.

John Nottingham (American Talking Machine Co.) expressed himself on the matter as follows: "I maintain that price maintenance is absolutely essential for the continued prosperity of the talking machine business in England. Some of the conditions upon which this result may be attained are: Firstly, the manufacturers must stand solidly together, and that they sell either to the dealer or to the factor, as they elect, but not to both. If a factor, he should not be permitted to work the factor's and dealer's business

We have

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

Our 72-Page Catalogue

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

OUR PRICES WILL SUR-
PRISE YOU!

We want

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

American Talking Machine Co.

**31 Tabernacle Street,
LONDON, ENGLAND**

on the same premises, and before such factor supplies any dealer with goods of any of the manufacturers who are thus standing together, he should receive from the dealer a signed undertaking not to sell any of the goods of these manufacturers under their stipulated price, and in the event of him breaking this agreement by underselling, he should be immediately placed on the suspended list of the whole of the factors, so that unless he maintains the prices, he would at least have difficulty in obtaining supplies of any of these fixed-price goods. From the foregoing it will be inferred that all record and machine manufacturers should meet in conclave, and decide the conditions under which they will uphold the prices of their respective goods sold on the English market."

James H. White of the General Phonograph Co.

James H. White, of the General Phonograph Co.: "I gladly respond to the request of the representative of The Talking Machine World for my opinion on the benefits of price maintenance, believing as I do that it is the life of any trade where proprietary articles or even articles of well-known manufacture which have become popular with the public are dealt with.

"Having been connected for a period of about 12 years, previous to June, 1906, with the Edison interests, I have been in a particularly advantageous position from which to watch and study the benefits of price maintenance. I can remember distinctly when there was no attempt whatever in the talking machine trade to maintain prices, and the consequence was that matters got into a very chaotic condition; the machines and records were in the hands of undesirable shopkeepers (and even so-called merchants operating from private houses) who made their living and derived their advantage over legitimate shopkeepers by cutting prices. I am speaking now of the early days in the United States and Dominion of Canada; during the last five years this

CHEAP BUT GOOD

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Guaranteed genuine; of the largest maker in the world.

BALL POINTED.

BUTTON FORM.

Reproducing and Recording Sapphires, Columbia Types, Watch Stones, etc.

SOME PROFITABLE LINES

Cheap Tone Arms.
" Sound Boxes.
" Disc Machines.
" Needles.
" Flexible and Nickel-end Rubber Connections.

All accessories for EDISON and VICTOR MACHINES.

Springs, Pinions, Wheels, Screws, Disc Records, all direct from the Maker

Write to **FR. RAUTH, 9 Christopher St., LONDON, ENGLAND**

LARGEST MANUFACTURER OF DISC RECORD ALBUMS

condition has all been altered. I think it may fairly be said that the Victor Talking Machine Co. were the pioneers of price maintenance so far as the talking machine trade is concerned, but happily their example was quickly followed by all of the reputable manufacturers in America, each of whom introduced a price maintenance agreement which has been upheld time after time by the American and Canadian courts, and this agreement is, in my opinion, almost wholly responsible for the highly satisfactory condition of affairs and the unusual prosperity of talking machine and record manufacturers in America to-day.

"Although the price maintenance system in Europe is not as yet on as sound a footing as is the case with America and Canada, I am most happy to observe the conditions improving almost daily.

"I remember well the conditions existing here when we began invasion of European territory with the Edison products in 1902. It is a well-known fact that at that time prices of machines and records were being cut generally, and it was almost impossible to find two shops which were offering goods to the public at the same price. The consequence of this condition was that both wholesaler and retailer of talking machines looked at the business very indifferently and there was little or no enthusiasm. The price maintenance agreement was introduced in September, 1903, and the effect was simply marvelous. We received letters of congratulation from hundreds of dealers, both in the British Isles and on the Continent, and a new life immediately came into the business. This advantage was followed by vigorous prosecution of those who broke agreements, and dealers immediately began to realize that they were really to receive protection, and that their profits were assured. Orders under the new conditions came in so rapidly that it was almost impossible to cope with them, and it is safe to say that although the dealer was getting greatly enhanced prices for goods sold, he was doing at least ten times the turnover under the price agreement as compared with the old conditions. There can be no question but what manufacturers, factors, dealers and the public benefit from price maintenance in the talking machine trade. You will naturally ask how the public benefit. My opinion is this: Assuming that the manufacturer is reasonable and does not make the price at which the goods are to be sold to the public arbitrary, arranges his price so that there is a fair profit to himself, the factor and the dealer, a respectable margin is left to enable the manufacturer to carry on sufficient experimenting to bring his product up to the highest possible standard, and the public buys this enhanced product at prices which are perfectly fair, and that they pay cheerfully so long as the goods are right; so that in my opinion the only evil that can possibly come from price maintenance agreements is from manufacturers putting an arbitrary price on their products, and happily the manufacture of talking machines to-day is in the hands of people who are apparently too sensible to do this. I firmly believe that price maintenance is the life and soul of our trade to-day, and I do not believe that it is possible for a firm to prosper and keep abreast of the times without it."

Harold Godwin's Columbia windows for Washington's Birthday were the best ever.

DYER AND CROMELIN ANSWER PUCCINI.

Contentions of the Great Italian Composer on Copyright Riddled by Frank L. Dyer and Paul H. Cromelin Who Utter Some Vigorous Words That Shows the Talking Machine Men's Side of This Copyright Controversy.

Giacomo Puccini, rated the present day master of the Italian school of music, composer of "La Boheme," "Madam Butterfly," "Tosca" and other celebrated operas, has written the following letter on the status of the author in his relations to the reproduction of music, in any form, without compensation:

"During my present visit to the United States I have been repeatedly catechised as to the copyright laws of my own country and requested to compare them with those of America. This I have always declined to do. I am inclined to be rather proud of the fact that my country is among the first in the world to extend to composers the right of controlling the reproduction of their works by means of any and all modern mechanical musical instruments, including the talking machine. Of course, when our copyright laws were promulgated no such means of reproducing sound waves was dreamed of, still less than in America, where the modern talking machine was invented.

"But Italian courts have held that phonographs are within the copyright law on the broad principle that the originator is entitled to the use and control of his mental creations, regardless of the means whereby they are reproduced for the benefit of the public. And if the music box manufacturers desire to reproduce my melodies it seems to me that I should have the same liberty of selecting the medium and the method by which they shall be transmitted to the public as I have in choosing the managers and theaters to produce my operas.

"Furthermore, while I am heartily glad to note that eminent interpreters of my music, including fellow-countrymen like Caruso and Scotti, are not only paid princely honorariums for rendering solos from my operas into talking machines, but are also allowed liberal royalties on the sale of those records, it seems strangely inconsistent that the composer of those very themes should not be granted slight pecuniary recognition. To make this situation still more absurd, these records are so protected by patent that, were I to make a duplicate record of my own compositions, for which I have never granted them any right, these same manufacturers might have cause of legal action against me for infringement in hypothecating the product of my own brain and creative powers.

"Unlike operatic managers, who produce, and the publishers, who publish musical work, the manufacturers of these devices exercise no productive effort or stimulate or encourage original work in musical composition, which they exploit for their own gain. I am sure that the American people, who are firm believers in the principle of justice, equity and square dealing, will join hands with Italy in the suppression of this form of musical piracy."

Frank L. Dyer's Views.

Frank L. Dyer, general counsel for the National Phonograph Co., when asked his opinion of the foregoing remarks of Signor Puccini on the matter of copyright, said:

"No comparison can be drawn between Italy and the United States, because in this country

we live under a constitution by which the powers of Congress are strictly circumscribed. Congress has no power to pass a valid copyright act that will apply to anything other than a 'writing,' and a phonograph record is not a writing under any tests that may be applied to it. Furthermore in this country the idea of copyright laws is not to protect authors or composers, as these gentlemen seem to think. The foundation of all copyright legislation must be the public good—the greatest good to the largest number.

"The object of copyright laws, as defined by the Constitution, is 'to promote the progress of science and the useful arts.' To achieve this object it was recognized that there should be monopolies, but they were properly restricted to 'limited times,' and were directed only to writings. The broad question involved, then, is whether the greatest good to the public would result from an absolutely close monopoly under which authors and composers might prevent the phonographic reproduction of their works, or whether the monopoly should give them only the constitutional right to publish and sell their writings. That the latter view is the correct one has frequently been decided by the American courts.

"Signor Puccini and the other composers who are so strenuously advocating a reformation of our copyright laws, seem to suppose that the credit for the popularization of their music is due entirely to themselves. As a matter of fact, the inventors of this country have created an entirely new art in which the composers had no hand whatever, although, broadly speaking, the

WILL SELL CYLINDER RECORD RACK

I have in stock one New Monarch Cylinder Record Rack, which cost wholesale \$30 and freight. Am willing to sell it for \$15. Address R. C. Bollinger Music House, Fort Smith, Arkansas.

MANAGER WANTS SITUATION

Young and energetic man would like position as manager for wholesale and retail Edison and Victor Talking Machine Department. Eleven years' experience in the business. Address, "Manager," care The Talking Machine World, 1 Madison Avenue, New York.

FOR SALE.

TALKING MACHINE AND PHONOGRAPH store; well established and profitable business, doing large instalment and cash business; good reason for selling—on account of having two places must sell one. Address S. P. Michlosky, care The Talking Machine World, 1 Madison Avenue, New York.

CHANCE TO BUY COMMERCIAL MACHINE.

\$50 Commercial Machine nearly new. Brand new recorder, reproducer, ear-tubes. For sale only because of change of business. Dozen blank records thrown in. Big bargain. F. H. Curtiss, 3639 Locust Street, Philadelphia, Pa.

BIG BUSINESS OPPORTUNITY.

FOR SALE—Stock, fixtures and goodwill of Jewelry, Optical and Talking Machine business in a central Pennsylvania town where 30,000 people do their buying. Average monthly income in Talking Machine department \$1,000 and practically no competition in this branch. Books showing growth and volume of business open for inspection. Present stock about \$10,000, but could be reduced at option of purchaser. Other financial interests which will require proprietor's entire time after May 1st is the only reason for selling. A. G., care The Talking Machine World, 1 Madison Avenue, New York.

A BIG LOT OF
BRASS HORNS AND SECOND HAND AND
SHOP WORN
TALKING MACHINES
FOR SALE TO CASH BUYER

Address E. G., TALKING MACHINE WORLD, 1 Madison Avenue, New York

art of mechanical reproduction of music was old when the Constitution was adopted. I think it is too late now to attempt any radical change in the law that will alter the situation, interfere with vested interests, and instead of promoting the progress of science, act as a hindrance thereto.

Paul H. Cromelin's Comments.

Paul H. Cromelin, vice-president of the Columbia Phonograph Co., in a chat with The World, said: "I regret that Signor Puccini, in his reported interview and alleged letter, has added absolutely nothing to the fund of information on this important subject. It sounds so much like a rehash of the old arguments we have heard so often by those who have been scheming to get control of the industry through the medium of copyright decisions and legislation that comment would appear to be unnecessary.

"As Signor Puccini is so proud of the action of the Italian Court a few points regarding the decision may be of interest. It is well to remember:

"(1) That although mechanical reproducers of music have been made and sold as long as we can recall, it was not until last year, July, 1906, that an Italian Court decided that such devices violate copyrights, and the case is on appeal, with an opportunity for still another appeal to a third court.

"(2) In so deciding the Court repudiated the action of its accredited delegates to the International Convention of Berne, which expressly made mechanical reproducers free, and the court in endeavoring to find an excuse for such an extraordinary act, seeks refuge behind the weak statement that its delegates were appointed by the King, and as Parliament had not expressly confirmed the appointment, Italy ought not be bound.

"(3) Italy has produced more great composers perhaps than any other country. As a manufacturer of mechanical reproducers of music, however, its position is of slight importance. A reading of the decision will convince any one that the predominant thought underlying it is the protection of its musical art as against the inventive and manufacturing capacity of other nations. The plaintiffs were Italian publishing houses and composers, the defendant, the Italian branch of a great, rich English company.

"I mean to cast no reflections upon the equity or justice of a decision rendered by an Italian judge, but I have had enough personal experience with European litigation under like conditions to make me wish that the parties to the action had all been citizens of the same country and to express regret that the principal defendant was a non-resident wealthy corporation.

"(4) It is well to recall that about the same time that the recent Italian decision was rendered the English musical copyright act was passed (August, 1906), after eight years of deliberation. The English act expressly removes the mechanical players from the domain of copyright and leaves reproduction free to the people. Germany did the same in its musical copyright act of 1901. In no country in which the subject has been legislated upon has a talking machine sound record been declared a violation of copyright.

"The American people are, as Signor Puccini says, firm believers in the principle of justice, equity and square dealing. They know only too well the debt which the people of the whole world, including Italy, owe to the invention of the talking machine, and they are perfectly well aware of the fact that if any ordinary singer sang one of Mr. Puccini's arias into a talking machine it could not be sold or command any price whatever. They deny to Mr. Puccini, however, the right to exact tribute from the genius of a Caruso or a Scotti or to prevent such an artist from using the God-given talents with which he has been endowed, and from singing to an audience embracing the world, through the medium of that most marvelous of all inventions, the graphophone.

"They deny to Mr. Puccini the right to prevent any boy or girl studying vocal music from singing his music into a graphophone and making a

record of it if he sees fit, and they refuse to send the boy or girl to jail for doing it.

"They refuse to permit Mr. Puccini to exact tribute from them each time one of his pieces is played on a mechanical instrument, talking machine or otherwise.

"They recognize in the talking machine a great educational force and power, which has done more to stimulate and encourage musical knowledge than any other agency known, and while they grant to Mr. Puccini the most liberal protection in his writings, they refuse to part with that which they are entitled to in return, which is the right to hear and enjoy the piece for which they have granted him the copyright. It would be pleasant indeed for Mr. Puccini if every time a band or orchestra played his pieces after they have purchased his music and paid him his royalty, they had to pay him an additional sum for each playing, but the American people do not consider this equity or justice or square dealing, and are not going to admit his right, legislatively or otherwise, to exact any such tribute.

"John Philip Sousa, in the hearings before the Congressional Committee, when the question of bringing mechanical reproducers under the domain of copyright, was being discussed, stated that he could compose better for \$1,000 than he could for \$600. Shades of Verdi, and of Wagner and of Mozart! when musical composition is reduced to the 'by the job' basis, like the whitewashing of a country fence, and our great composers write music for delivery on a given date at so much per yard!"

TO FORM BIG ENGLISH COMPANY.

Syndicate to Organize Large Company to Make Disc and Cylinder Records in London—Mr. Ed. Leeds Will Have Charge of Plant With W. H. Glendinning—Many Fine Records Made for English Market.

W. H. Glendinning, of Gilbert, Kimpton & Co., Loudon, who has been visiting New York for the past five or six weeks, returns home by the "Carmania" on Saturday. His visit here was for the purpose of placing orders for Imperial records, and incidentally to have some special masters made by Ian Colquhoun, the well-known baritone, and Tom Child, the noted tenor. Both of these gentlemen also return to England this week, but we understand that Mr. Child will return to the United States some time in April to take a twelve months' engagement as a singer in this city.

In the course of a chat with The World this week, Mr. Glendinning stated that during his present visit he had organized plans whereby on his return to London he will form a syndicate for the formation of a large English company with ample capital to make disc and cylinder records on a large scale. He also announced that the factory and laboratory in England will be in charge of Ed. Leeds, with Mr. Glendinning himself as assistant. The syndicate will be organized within the next three months, and the company ready for operation within nine months. The title of the new company has not been determined upon, but it is not improbable that it will be the Imperial Record Co. The records to be put out by this company will be of a high quality and sold on a competitive basis.

Mr. Glendinning expressed himself much pleased with the records recently made for him by the Leeds & Catlin Co., not only of Messrs. Colquhoun and Child, but of a number of other English singers whom he got together in this city. He also stated that they had secured records by three of the Metropolitan Grand Opera Company artists, and have arranged with Helena Frederika, soprano, Miss Coureen, and a number of other well-known artists to sing exclusively for this company. Mr. Glendinning is quite enthusiastic about the future of the talking machine business in Great Britain and the colonies, and expects with his new company to build up a large and profitable business.

DEAF MADE TO HEAR MUSIC.

A sensation has been caused in Paris by the discovery of Dr. Marcel Dupont, by which the deaf can be made to hear music. Dr. Dupont was introduced to the Academy of Sciences by Professor d'Arsonval, who informed that learned assembly of Dr. Dupont's wonderful invention.

Dr. Dupont exhibited his apparatus, which consists of a phonograph to which is affixed a microphone, the electrical current being derived from the accumulators. A scale of music is engraved on the cylinder, and when the phonograph sets to work the microphone supplies an alternate electric current, the numbers of its stops corresponding exactly to the vibrations of the scale of music reproduced from the cylinder by the phonograph.

If a march, say, is put on the wax cylinder, the alternate electric current produces by its passage through the human organism the exact impression of the musical sounds of the music as given out by the phonograph.

Mr. Dealer.

Have you ever been caught short on your Edison Records and found that your Jobber could not help you out?

Have you ever lost a sale in consequence? Then you can appreciate the value of doing business with a Jobber who can fill your orders promptly.

We are the largest exclusive Edison Jobbers in the East, and carry the most extensive line of Edison Machines, Records and Supplies.

We guarantee immediate shipment of all orders.

ECLIPSE PHONOGRAPH CO.
203 Washington Street HOBOKEN, N. J.



Who's Who in the Talking Machine Industry

With a Few Illustrations by United States Judges

COLUMBIA PHONOGRAPH COMPANY, General

Sole Sales Agent for the

AMERICAN GRAPHOPHONE COMPANY

Creators of the Talking Machine Industry

In the beginning of the INDUSTRY was the GRAPHOPHONE, and without the GRAPHOPHONE there was not, could not have been, the INDUSTRY

The invention of the GRAPHOPHONE in Washington, D. C., by Bell and Tainter, in 1886, marks the beginning of the TALKING MACHINE INDUSTRY. The GRAPHOPHONE embodies five great cardinal points which are used to-day in every commercial and practical talking machine. These are:

- (1) The process of engraving the original record on wax or a wax-like substance.
- (2) The composition of which the record is made.
- (3) A removable self-sustaining record—one which could be taken off the machine and played on another in any part of the world.
- (4) A separate and distinct diaphragm for the reproduction of the sound, technically called the REPRODUCER, in addition to and independent of the stylus (RECORDER) with which the original record is made.
- (5) The freely mounted reproducer automatically tracking the sound record.

Thomas A. Edison was one of the first persons to recognize the fact that an industry could be built upon the basic foundation which the GRAPHOPHONE afforded, and the so-called Edison Phonograph IS A LICENSED GRAPHOPHONE, which would be of no commercial importance without the principles first given to the world with the invention of the GRAPHOPHONE and which had lawful existence only when the Graphophone Company, after prolonged litigation, granted the National Phonograph Company the right to use its patents.

Judge Shipman in the U. S. Circuit Court in New York, in American Graphophone Company vs. Leeds, et al., referring to the earlier work of Mr. Edison, characterizes most of the descriptions as "confessedly vague," saying:

"It is confessedly difficult to know the interpretation which the writer placed upon some of the words which he uses."

But, said Judge Shipman:

"Bell and Tainter made an actual, living invention which the public are able to use, and a court is not called upon to struggle to decipher an anticipation in the unfinished work and surmises of earlier students of the same subject."—87 Fed. Rep. 873.



Pioneers and Leaders in the Art.

The Columbia Phonograph Company, organized in the city of Washington, D. C., in 1889, sole sales agent for the American Graphophone Company (1886), is the sole active survivor of all the companies originally organized to exploit the Graphophonic Art. First in the field it has always retained its proud position, and is recognized and known in every country in the world as the LEADER IN THE TALKING MACHINE ART.

Judge Platt, in the U. S. Circuit Court in Connecticut, in *National Phonograph Company vs. American Graphophone Company*, in dismissing the suit and deciding in favor of the Graphophone Company, said:

"The Graphophonic Art may be said to have fairly begun with the invention of Bell and Tainter, Letters Patent No. 341,214, dated May 4th, 1886. This taught the public how to produce the commercial and transferable sound record."—135 Fed. Rep. 809.

Owners of the Fundamental Patents.

Judge Grosscup in U. S. Circuit Court in Illinois, in *American Graphophone Company vs. Amet*, said:

"Bell and Tainter lay no claim to having conceived the idea of a mechanism whereby speech or sound could be recorded and reproduced. Much thought and experimentation, before their patents were completed, were expended upon the general conception of such an instrument. BUT THE FACT REMAINS THAT, PRIOR TO THEIR GRAPHOPHONE, THE CONCEPTION OF A PHONOGRAPH HAD NEVER BEEN MECHANICALLY WORKED OUT TO THE EXTENT OF PRACTICAL PERFECTION. THE GRAPHOPHONE, INDEED, SEEMS TO HAVE TAKEN THE PLACE OF ALL PREVIOUS MECHANISMS, AND TO HAVE ADVANCED BY A VERY LARGE SPACE, THE ART OF RECORDING AND REPRODUCING SPEECH AND SOUND."

And, speaking of the combination of the Graphophone and its record, he said:

"SUCH COMBINATION IS THE MECHANICAL MEANS WHEREBY THE ART OF RECORDING AND REPRODUCING SPEECH AND SOUNDS IS FIRST MADE PRACTICALLY EFFECTIVE."—74 Fed. Rep. 789.

Every one who has watched the development of the talking machine art from year to year is perfectly familiar with the fact that all great advances worthy of note involving fundamental invention have been conceived in and seen their broadest development within the Columbia Company.

It will be interesting to recall a few memorable examples:

THE SPRING MOTOR, now almost universally used in talking machines, was first used in connection with the "BABY GRAND" GRAPHOPHONE, invented by Macdonald.

THE MECHANICAL DUPLICATING MACHINE (Macdonald's patent), by which commercial sound records were multiplied from an original.

THE GRAPHOPHONE GRAND (Macdonald's patent), which at the time of its introduction created a sensation and was widely copied by Mr. Edison, who finally admitted the validity of the patent and became a licensee on payment of substantial royalty. All high-grade modern sound records employ the principles of this invention.

THE MOLDED CYLINDRICAL RECORD, invented by Macdonald, and sold in large quantities more than one year before a competitor put its molded records on the market. In the case of *National Phonograph Company vs. American Graphophone Company*, already referred to as having been tried before Judge Platt in Connecticut, the testimony showed conclusively that Edison, notwithstanding the oft-repeated claim that he is the inventor of the so-called Gold Molded Record, had never up to that date, 1905, succeeded in making a practical and successful molded sound record. By his own testimony it was proven that the records extensively advertised under his name are made by a process which was really the invention of two of his employees years after our process, invented by MacDonald, had been perfected.



THE TWENTIETH CENTURY GRAPHOPHONE (Higham's patent), with its tremendous volume and marvelously natural tones. An epoch-making invention, involving highly original principles, and which is destined to play a most important part in the future history of the art.

The Modern Disc Talking Machine and Record.

In view of the recent advertisement of a competitor suggesting that they control the manufacture and sale of disc talking machines and records, it is only necessary to remind you that—

- (1) The first disc talking machine was a GRAPHOPHONE.
- (2) The first disc talking machine record was a GRAPHOPHONE record.
- (3) Before Berliner conceived his uncommercial process of etching them, disc records had been made by others.
- (4) Long before our boastful competitors were ever heard of we had licensed their predecessor, the National Gramophone Company, who admitted that they were using GRAPHOPHONE patents in order to make their product commercial, and who paid us substantial royalties up to the time of their dissolution.
- (5) The Victor Company use our patented process to manufacture their records. They are licensed under our patents, and are absolutely dependent upon them to make a salable record.

These facts are placed before you merely in the interest of truth. We deem it our duty to remind you of them, so that you may not be misled by their extravagant and unfounded claims. They would have you believe that they control the manufacture and sale of disc talking machines and records. The fact is, they depend upon our process of manufacturing disc records, which is truly indeed the basic foundation on which they have built up their business.

In American Graphophone Company vs. Universal Talking Machine Manufacturing Company and American Record Company, the U. S. Circuit Court of Appeals, New York Judges Wallace, Lacombe and Townsend, in a decision handed down January, 1907, bear testimony to this fact in the clearest and most unmistakable terms. These suits established the validity of our Jones patent No. 688,739, which covers broadly the current art of making disc records. After referring to "the now confessed superiority and commercial success of the product of the patent in suit," the Court says:

"The disc produced by the patented process **RESPONDS TO THE TEST OF SUCCESS WHERE OTHERS HAVE FAILED.**" * * *

"The patentable novelty of the process of the patent is not only indicated by large sales, but also by the unassailable evidence of that most sincere form of flattering recognition. **IMITATION AND APPROPRIATION BY RIVAL MANUFACTURERS.** In short, it has so far supplanted all other methods previously used that apparently all disc records are now made by said process, and **COMPLAINANT'S CHIEF COMPETITOR** (referring to the Victor Company) **ADMITS THAT IT DISCARDED ITS OWN PATENTED ETCHING PROCESS** (referring to the Berliner patent) **AND HAS SUBSTITUTED THEREFOR THE PROCESS OF THE PATENT IN SUIT.**" (Referring to our Jones patent.)

This is pretty plain English, isn't it, and it is quoted from the decision rendered by the ablest patent law judges in America. If any bragging has been indulged in the U. S. Circuit Court judges have been our mouthpieces, and we have only to quote from a few decisions to more than sustain every claim which we make.

BUT, while it is gratifying to reflect on these tributes, coming as they do from such eminent authorities, poor indeed would we be if we felt that we depended upon them to maintain the superiority of our position or our product.

It is not because we are the creators of the talking machine industry that we make the best talking machines.

It is not because we are the pioneers in the business that we have established such an enviable reputation for COLUMBIA RECORDS.



We could not in these days of keen competition remain in the lead merely because we own the fundamental and basic patents.

BUT it stands to reason, and every one admits that all of these are important—very important factors in any business—and long experience has enabled us to know what the public wants, and by gathering together in **THE LARGEST TALKING MACHINE FACTORY IN THE WORLD AT BRIDGEPORT, CONN.**, the best experts and most efficient workmen in the art **WE HAVE BEEN ABLE TO PRODUCE THE BEST TALKING MACHINES AND THE BEST RECORDS OBTAINABLE.** Of course, it is easy for us to say this of ourselves and our goods, but that it is the unbiased judgment of those who are best able to know is evidenced by the fact that at all the great **INTERNATIONAL EXPOSITIONS**, wherever the **GRAPHOPHONE AND COLUMBIA RECORDS** have been exhibited in competition, **THEY HAVE ALWAYS RECEIVED THE HIGHEST POSSIBLE AWARDS.** AT PARIS, IN 1900, THEY RECEIVED THE GRAND PRIX. AT ST. LOUIS, IN 1904, A DOUBLE GRAND PRIX AND THREE GOLD MEDALS WAS THE AWARD. AT PORTLAND, IN 1905, THE HIGHEST AWARD, A GOLD MEDAL. AT MILAN, ITALY, IN 1906, THE GRAND PRIX.

To those who have been long familiar with the industry the above contains little that is new; but it may be interesting and instructive to others who perhaps have not understood heretofore that the Victor and Edison companies are operating under our license and explaining as it does why we subscribe ourselves

COLUMBIA PHONOGRAPH COMPANY, Gen'l

SOLE SALES AGENT FOR THE

American Graphophone Company

Creators of the Talking Machine Industry. Pioneers and Leaders in the Talking Machine Art.

==== **Owners of the Fundamental Patents.** ====

Largest Manufacturers of Talking Machines in the World.

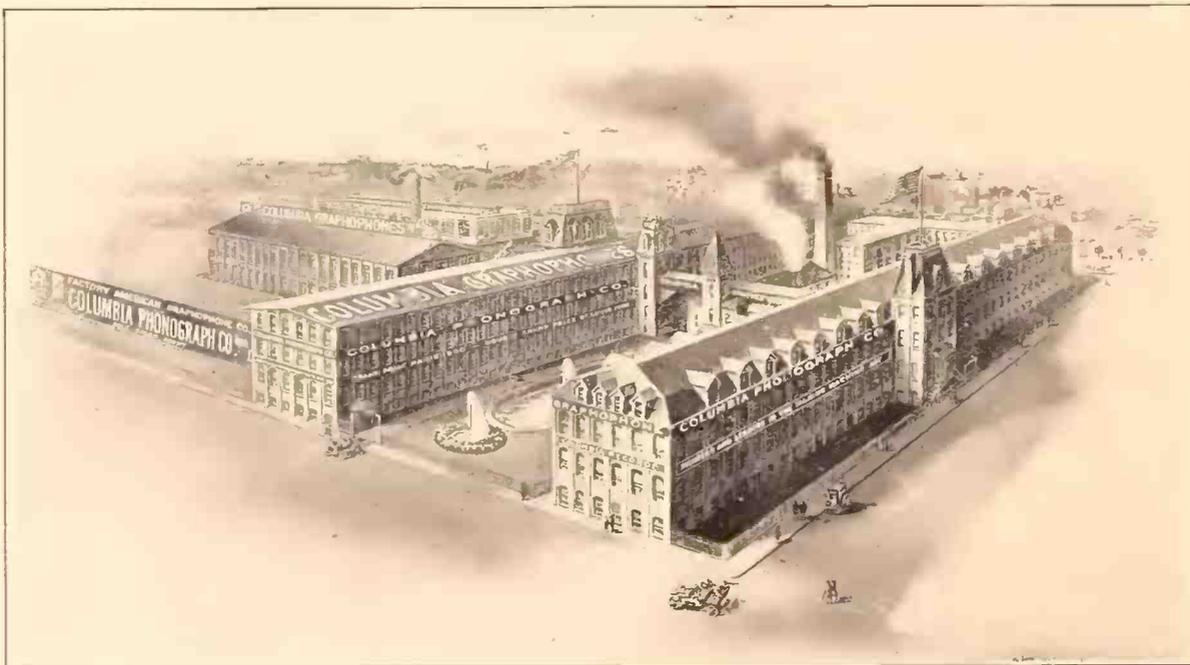
GRAND PRIX, PARIS, 1900.

DOUBLE GRAND PRIZE, ST. LOUIS, 1904.

GRAND PRIX, MILAN, 1906.

STORES IN ALL PRINCIPAL CITIES.

DEALERS EVERYWHERE.



WHERE GRAPHOPHONES AND COLUMBIA RECORDS ARE MADE.
FACTORY AMERICAN GRAPHOPHONE COMPANY, BRIDGEPORT, CONN., U. S. A.
THE LARGEST TALKING MACHINE FACTORY IN THE WORLD.

BALTIMORE IS A "LIVE" TOWN.

Talking Machine Business Good—Columbia Co. in New Quarters—Droop & Son Secure Large Building—Eisenbrandt Enthusiastic.

(Special to The Talking Machine World.)

Baltimore, Md., March 12, 1907.

The boom in the talking machine business in this city continues, and the prospects are that the present year will be one of the most prosperous in the history of the trade.

The local agency of the Columbia Phonograph Co. is now located on Lexington street, in the very heart of the retail business section of the city. They were formerly located on North Howard street, but there had grown to such an extent that the building was decidedly too small to accommodate their trade.

The building vacated by the Columbia Phonograph Co. has now been leased by the firm of E. H. Droop & Sons, of Washington, D. C., who for several years have had a branch store on North Charles street. Like the Columbia phonograph people, the Droop firm soon outgrew their establishment on Charles street, and were also forced to select other quarters, and after much consideration decided to lease the building vacated by the Columbia Phonograph Co. The building, which is four stories, has been thoroughly renovated, and large show windows have been placed in the building. The Droop firm, besides being the Baltimore agents of the Edison phonograph, are likewise jobbers for the Victor talking machine. The firm hopes to be in their new quarters by the first of April.

"Never before have I been so pushed with orders," said Mr. Eisenbrandt, of the firm of H. R. Eisenbrandt & Sons, "and the hard part of it is that no sooner do I get a new supply of Victor talking machines than they are all sold, and I am unable to supply the new trade. Last week I received a shipment of 63 magnificent machines, and by the time they arrived here they were all sold, and I was again left in the lurch. At present the demand is great, and there is no prospect for a let-up."

TO DINE MANAGER DORIAN.

The heads of the various staffs connected with the Columbia Phonograph Co. in this city and Brooklyn will tender a dinner to Manager Dorian at Kalil's restaurant on Park Row, on Monday, March 18, prior to his sailing for Cuba on a much-needed vacation. Covers will be laid for twenty-five, and it is expected that this will be an occasion long to be remembered.

JOBBERS TO BE ENTERTAINED.

(Special to The Talking Machine World.)

Philadelphia, Pa., March 12, 1907.

The meeting of the Eastern Talking Machine Jobbers' Association in this city on Thursday, April 11, at the swell Bellevue-Stratford Hotel, the Waldorf-Astoria of the City of Brotherly Love, promises to be a memorable event. While the members of the trade here do not care to disclose their plans of entertainment, there is no doubt a banquet, a theatre party and visiting points of interest on the "rubber neck" auto is on the programme. In other words, the historic hospitality of the Quaker City will receive an additional luster when the talking machine jobbers get here, and are looked down upon by the 40-foot statue of Billy Penn on the top of the City Hall. The meeting will convene at 2 p. m.

NOTHING SUCCEEDS LIKE SUCCESS.

Mme. Melba, the famous soprano of the Manhattan Opera Co., this week signed a contract whereby she will receive \$50,000 in royalties for a number of songs which she will sing for the Victor Talking Machine Co. during the week ending April 2. This is probably the largest contract ever closed with a singer, at least by a talking machine company, and affords an idea of the extent and growth of this industry.

SIG. TOSI WITH COLUMBIA CO.

Umberto Tosi, of the Tosi Music Co., of Boston, Mass., will come to this city in a short time to take charge of the sale and production of the high-class grand opera records which the Columbia Phonograph Co. is now and will in the future place on the market. Sig. Tosi was formerly connected with La Scala Opera House, in Milan, and enjoys the personal friendship of most of the leading singers and musicians that are now or have been connected with that great center of song. This will be a special department, and it is believed will greatly add to the prestige of this company.

The Petmecky Co., Kansas City, Mo., makers of the popular Petmecky Multi-tone needles, have distributed among jobbers and dealers an attractive wall card with the following in black upon a yellow ground: "Petmecky Multi-tone Needles. Each Needle Plays 10 Records. 3 tones in 1." The card is 7½ by 9½ inches in size, and makes an excellent advertisement for the dealer, especially when hung in the window in connection with a display of disc machines and records.

BUSY TIMES WITH WURLITZER CO.

The talking machine department of the Rudolph Wurlitzer Co. has experienced an excellent trade in both Edison and Victor goods, and from appearances 1907 will eclipse the past year in every way. When it is stated that the wholesale talking machine business of the company during December amounted to over \$46,000, and the retail to nearly \$12,000, the extent of their trade may be realized. Raymond F. Strief, in charge of the mail orders, and Joseph Dittrich, representing the Victor department, are both most optimistic regarding the future of the department and are out to break records this year—and they will do it, too.

SOLD 400 MACHINES IN THREE MONTHS.

D. M. Yost & Co., talking machine dealers of Norristown, Pa., sold over four hundred machines within three months, and are in the position now where they cannot get stock sufficient to fill the orders on their books.

HORNLESS PHONOGRAPH CO. ORGANIZED.

Among the incorporations filed with the Secretary of State at Albany on Monday last was that of the M. Schroeder Hornless Phonograph Manufacturing Co., New York. Capital, \$500,000. Directors: Herman Schroeder, Cora Weisend, Auguste Blumner, New York.

MATTER STILL PENDING.

In last month's World mention was made of a suit for infringement brought against the Utica Crane Co. by the Hawthorne & Sheble Manufacturing Co., in which it was stated that "A temporary injunction had been granted." This statement was incorrect. Up to present writing the temporary injunction asked for has not been granted.

"TALKER" IN CENTRAL AFRICA.

"Have you heard the man singing in a box?"
"No; where?"

"Up on Mount Keyu. The white man has an iron thing which sings, just like witchcraft! I believe there is a man shut up inside!"

You might hear a conversation like this any day in one of the villages near to the Church Missionary Society station at Patigo, in the Acholi country, Central Africa. The people are very fond of listening to the talking machine, and say all sorts of funny things when they cannot understand where the voice comes from. The laughing song is a great favorite, and next come bugle calls. Most of all the Acholi people are fond of hearing their own songs, some of which they have sung into the machine. They sometimes say, "Leave that record in all day; it sounds beautiful!"

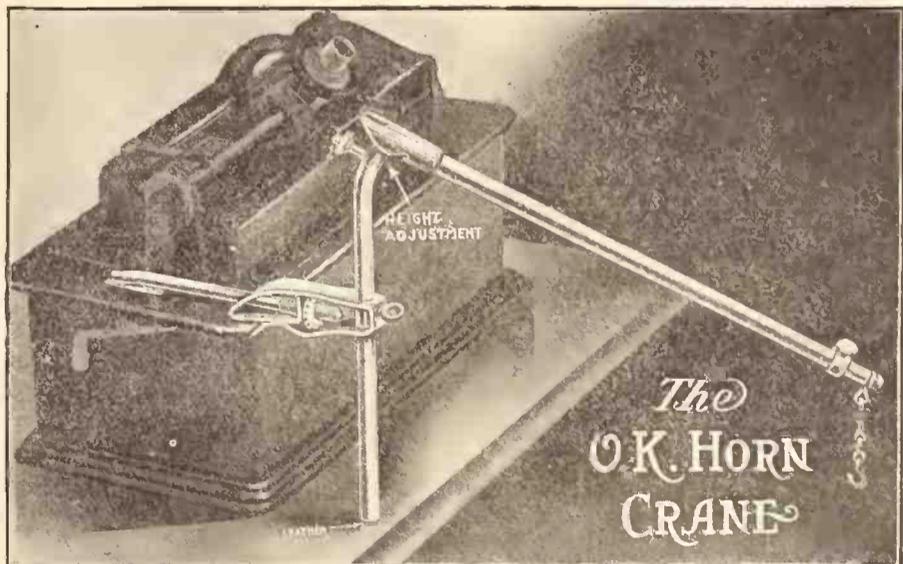
The March issue of "Chat" sent out by the Tea Tray Co. is, as its name implies, an unusually chatty number. It is admirably gotten up in every respect, and a good advertisement for the house.

The Powers & Henry Co., of Pittsburg, have purchased the entire retail stock of talking machines and records of the Theodore F. Benzel Co., which was recently damaged by fire.

A. S. Thompson, formerly in charge of the talking machine department of Rothschild & Co., Chicago, has assumed a similar position with Bullock's, the large department store of Los Angeles, Cal.

M. Buchner has joined forces with J. E. Price Jr., and started the Newark Talking Machine Co. at 595 Broad street, Newark, N. J. They are handling the Victor and Edison line.

H. C. Faber has removed from Colfax to Monongah, W. Va.



(Patented March 12, 1907.)

For Edison and Columbia Machines
Ask Your Jobber

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

TIMELY TALKS ON TIMELY TOPICS.

The growth of the trade is along lines which the old-time jobbers are inclined to resent more and more vigorously. They are insisting the list of their numbers is growing altogether too rapidly for business comfort. In other words, while the manufacturing companies controlling the machine and record product are benefited by the expansion, the individual jobber is having his working territory split up, so that harder work for less aggregate results ensue. This is a condition difficult to handle satisfactorily to those concerned, and while The World has touched upon this question before, it seems to be coming to the front stronger than ever, and the trade at large believe the day will come when jobbers will be limited and dealers be accorded territory according to their ability to properly represent a line and with a disposition to carry a stock of goods of sufficient strength.

Congress has adjourned without day, and the copyright bill is dead. No more aggressive fight was waged against any measure before the Fifty-ninth Congress than that dealing with the reproduction of music or speech on talking machine records. In fact, it is admitted that had the record manufacturers and the music publishers been able to compromise their differences the bill would have been enacted. As it stands, the bill never came before either the Senate or House in a way to insure attention. A couple of attempts were made to bring it up in the Senate, but objections sent the bill to the foot of the calendar, and from this oppressive situation it was never rescued. On the last day of the session a minority report was filed on the House bill, which differs radically from that submitted by the majority, or, as first announced, a unanimous report. From this it may be surmised that

when the bill again sees the light of the new legislative day on the assembling of the Sixtieth Congress the warfare between the music writers and publishers and the record manufacturers will be resumed with vigor, and no quarter asked.

Signor Puccini, the eminent Italian composer now visiting this country, and whose operas are the enjoyment of music lovers, has allowed himself to be "interviewed" by the American press agent on the question of compensation for the use of copyright music on records. While the signor displays a knowledge of the talking machine trade truly surprising—quoting statistics as if to the manner born—his plea is *ex parte*, and therefore expresses the views of an individual only. The "talk" accredited to him appears on another page, and is accompanied by a few illuminating observations from the trade point of view that are so broad in treatment as to carry conviction, excepting to prejudiced minds.

One of the most satisfactory developments of the business is the recognition by the regular music trade of the fine possibilities of the talking machine proposition. It is strange that this line of business, concededly the natural avenue of distribution, should not have improved the shining hour ere this. Now the full force, effect and profits of this addition has been brought home, and music dealers everywhere are installing departments. The World has often pointed out the desirability of hauling the line, and made it clear the results would be beneficial only from several points of view. It is, therefore, gratifying to record that common sense is prevailing at last, a fact the manufacturers and jobbers are more than pleased to comment upon most favorably.

F. M. Prescott, general manager of the International Talking Machine Co., Berlin, Germany, has transmitted to Senator Mallory, of Florida, who submitted the minority report on the copyright bill, opposing Senator Kittredge's views, a lengthy statement of his views on paragraph E, of section 1, which deals with the reproduction of music via talking machine records and the various mechanical or automatic instruments. He quotes the judicial status of the question in various European countries in support of his contentions, which are opposite to those expressed by Senator Mallory.

One of the recent "pateuts in the air" is a horn resembling the anatomical construction of the human throat. In other words, a device which is said to "break up" the sound and haul it out mellowed and smoothed out on an optional basis. That is to say, the "inventor" has arranged—in his mind, of course—a series of gates that can either be utilized to iron away the "blast" or other foreign interference; or, if a brilliant, loud-sounding effect is desired, by pressing a button, these channel impedimenta are folded, and the amplifying horn is free and clear for

the regulation resonating results. Great is the inventor, and his own noise is his prophet!

It is not generally known that among the staff of the Columbia Phonograph Co. in New York there is to be found a quartette of wonderful entertaining ability. Those comprising the quartette are "Billy" Kitchen of the sales staff; John C. Button, the president's private secretary; Earl Godwin, assistant New York manager, and "Spike" Godwin, in charge of the display advertising of the company. The Godwin brothers are old-time minstrels, "Billy" Kitchen has a big reputation as a club entertainer, and John Button possesses a bass voice of much power and beauty, and when they appear together their efforts constitute a treat not to be denied.

The Recordite Co., of New York, are making fine progress with their product. In the short time Recordite has been on the market they have succeeded in placing it on sale with almost every prominent jobber. Many concerns are now beginning to inaugurate extensive advertising campaigns, and the Recordite Co. are daily receiving calls for more goods. A prominent talking machine man said recently: "We firmly believe this article has come to stay, as it is one of the most necessary elements in the talking machine business." The Recordite people are preparing to use large advertising space in many leading publications, which will, of course, create a wide demand for their product.

THE "BAKE-ON" FINISH.

Important Facts That Everyone Should Know About This Method of Enamelling Metals.

WE HAVE BEEN ASKED BY MANY JOBBERS TO EXPLAIN, CLEARLY AND FULLY, OUR PROCESS OF "BAKING ON" THE FINISH OF OUR PRODUCTS. WE FEEL THAT IT IS DUE THEM, AS WELL AS OURSELVES, TO INSTRUCT THE WHOLE TRADE ON THIS VERY IMPORTANT POINT.

TO BEGIN WITH, THE TEA TRAY COMPANY WERE THE ORIGINATORS OF THE "BAKE-ON" PROCESS. THIS PROCESS WAS A METHOD OF COVERING METALS WITH A FINISH THAT BY BEING "BAKED ON" BECAME PART AND PARCEL OF THE METAL—A FINISH THAT WOULD LAST AS LONG AS THE METAL ITSELF. OF COURSE, IT TOOK A LONG TIME TO PROVE BY TESTING IN ACTUAL USE THAT THE "BAKED-ON" METHOD WAS CORRECT. TO GIVE IT A THOROUGH, AND AT THE SAME TIME A CONCLUSIVE TRIAL, A SERIES OF TESTS WERE ARRANGED FOR BY A COMMITTEE OF WELL-KNOWN EUROPEAN AND AMERICAN DEALERS. THESE TESTS WERE MADE IN THE FACTORY OF THE TEA TRAY COMPANY, WHICH, AT THAT TIME, WAS A VERY SMALL PLANT. THE TESTS WERE PURELY COMPETITIVE. EVERY KNOWN METHOD OF FINISHING METALS WAS BROUGHT INTO THE CONTEST. ARTICLES WITH THE VARIOUS FINISHES WERE PLACED IN TANKS CONTAINING HOT ALKALI. AFTER THEY HAD REMAINED IN THESE TANKS FOR SOMETIME, THEY WERE TAKEN OUT BY MEANS OF LONG IRON HOOKS. WHAT WAS THE RESULT? THE ARTICLES ON WHICH THE FINISH HAD BEEN BAKED WERE JUST AS GOOD AS THEY WERE BEFORE THEY ENTERED THE TANKS. ALL THE OTHER ARTICLES FINISHED BY OTHER METHODS WERE TAKEN OUT WITH EVERY SINGLE PARTICLE OF COATING REMOVED BY THE ALKALI. THEN TO FURTHER STRENGTHEN THE TEST OF THE "BAKED-ON" PROCESS, THE ARTICLES SO FINISHED BY THE TEA TRAY COMPANY WERE STRUCK WITH HAMMERS AND SHARP INSTRUMENTS, BUT THE SURFACE REMAINED ABSOLUTELY FIRM AND UNINJURED.

THESE TESTS NOT ONLY SHOWED THE SUPERIORITY OF THE "BAKED-ON" FINISH, OVER ALL OTHER FINISHES, BUT THEY ALSO PROVED THAT IT WAS THE ONLY FINISH THAT WAS ENTIRELY PRACTICAL FOR ALL PURPOSES. THEY PROVED CONCLUSIVELY THAT A FINISH THAT WAS "BAKED-ON" SO FILLED THE PORES OF THE METAL IT COVERS, THAT THE VERY FIBRE OF THE METAL BECAME SATURATED. IN OTHER WORDS, A "BAKED-ON" FINISH BECAME ALMOST INDESTRUCTIBLE.

IT IS A WELL-KNOWN FACT THAT THE BEST RESULTS ARE OBTAINED BY USING MATERIAL THAT REQUIRES GREAT HEAT IN BAKING. THE CHEAPER THE MATERIAL USED, THE LESS HEAT REQUIRED, AND HENCE INFERIOR RESULTS ARE OBTAINED.

OUR "BAKED-ON" FINISHES ARE SECURED BY SUBJECTING THE ARTICLE TO SEVERAL HUNDRED DEGREES OF HEAT; THEREFORE, WE ARE OF NECESSITY OBLIGED TO USE EXPENSIVE HIGH-GRADE BAKING MATERIAL, WHICH ARE CAREFULLY MADE AND NOT ONLY REQUIRES GREAT HEAT TO PROPERLY "BAKE-ON" TO THE METAL, BUT GIVES A MOST ELASTIC, SERVICEABLE AND BEAUTIFUL FINISH.

THE READER OF THIS ARTICLE WOULD NO DOUBT BE INTERESTED TO SEE THE INTERIOR OF ONE OF THESE HUGE FIREPROOF OVENS. THE COST AND MAINTENANCE OF OVENS OF THIS CHARACTER WHICH ARE ABSOLUTELY NECESSARY. EVERYONE KNOWS THAT THE SUNLIGHT AND OPEN AIR ARE FREE TO ALL AND COST NOTHING TO MAINTAIN.

THE PRIMARY AND NATURAL RESULT OF THE T. T. CO. "BAKED-ON" PROCESS IS THAT AN ARTICLE BEING COATED WITH THE VERY BEST ENAMELS AND THEN SUBJECTED TO A HIGH DEGREE OF HEAT, INSURES A FINISH THAT IS NOT ONLY BEAUTIFUL IN LOOKS BUT THAT WILL GIVE THE BEST SERVICE. WE BELIEVE THAT THE HIGH REPUTATION OF OUR PRODUCTS, WHICH HAVE THEIR FINISHES "BAKED-ON" IS SUFFICIENT EVIDENCE OF THE SUPERIORITY OF OUR METHODS.

VERY TRULY YOURS,
ALBERT S. MARTEX, PRES.,
THE TEA TRAY COMPANY OF NEWARK, N. J.



"The White Blackman" Fills Dealers' Orders FOR EDISON or VICTOR

goods in a way that makes other jobbers wonder how he does it.

TAKE NOTE, MR. DEALER
"Satisfaction" at Blackman's
costs no more than "Dissatisfaction" elsewhere.

Write for our New Price List

Yours to make good

BLACKMAN TALKING MACHINE CO.
J. NEWCOMB BLACKMAN, Prop'r
"The White Blackman"
97 Chambers Street NEW YORK
"THE PLACE WITH THE GOODS"

To SOUTHWESTERN DEALERS

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

CONROY PIANO CO.
COR. 11th AND OLIVE STS., ST. LOUIS

TRADE NEWS FROM ALL POINTS OF THE COMPASS

The World acknowledges the receipt of the latest list of Beka Indian disc records, and their machine catalogue from the Talking Machine and Indian Record Co., Bombay, India; also their bulletin of Arabic records. Referring to these records, Valabhdas, Lakhmidas & Co., of which the foregoing concern is a special department to handle the Beka records and the kindred talking machine line, they say: "The Beka Indian records were made under our supervision late in 1905, and in such a short time their popularity is second to none in our territory. It may also interest you to know that the Beka expert, Mr. Bielefeld, is with us here, and we have taken about 150 Indian records up to now in our city, and shortly we will be traveling over the whole of India and making about 800 to 1,000 records in all the principal dialects of our country."

After their plans were completed the Talking Machine Supply Co., with offices at 400 Fifth avenue, New York, announce themselves in a position to furnish the trade with everything needful in the general line of supplies. Their stock of goods is large and entirely fresh, embracing a number of articles on which they are exclusive. With ample capital and facilities of the best, the company will be pleased to handle all business entrusted to their care promptly. Their formal announcement, in English and Spanish, to this effect, appears on another page. Arthur P. Petit, the general manager of the Talking Machine Supply Co., who is well known in the trade, started March 3 on an extended selling trip, and will visit the Pacific coast before his return East.

The commercial department of the National Phonograph Co. will exhibit the Edison business phonograph at the National Business Show, in Chicago, from March 16 to 23. Two large spaces will be occupied in the Coliseum, and a large force of men and women will demonstrate the machine, and the history of the phonograph will be illustrated from the original model of 1877 to the perfected voice-writing machine of 1907. Nelson C. Durand, manager of the department, left New York for Chicago on the 9th inst., to take charge of the exhibit in person. Edison jobbers and dealers are cordially invited to visit the show, for which tickets will be supplied by applying to the company's Chicago office, 304 Wabash avenue.

The D. S. Johnston Co., Seattle, Wash., and who also have a studio in Tacoma, Everett and Yakima, will build a handsome seven-story structure, 70 feet frontage, to accommodate their extensive talking machine, piano and general music business. The main floor will have 150 feet of plate glass, as the new building is at the corner of Third avenue and University street. The talking machine department will be on the second floor, subdivided into ten demonstrating parlors en suite. The premises will be occupied about the middle of August.

The Columbia Phonograph Co., general, will have an extensive and elegant display of the commercial graphophone at the National Business Show, which opens in the Coliseum, Chicago, March 16, continuing until the following Saturday. They will occupy two full spaces, in the most conspicuous part of the place, and an ample staff will be in attendance for demonstrating purposes. W. W. Parsons, manager of the commercial graphophone department of the Columbia's Chicago office, will personally be in charge of the exhibit, though J. W. Binder, general manager of the system, started from New York early in the week to be on hand for the greater part of the time.

Monday of this week John P. Kelsey, recently on the road for the Douglas Phonograph Co., assumed the management of the Bettini Phono-

graph Co., New York. Mr. Grunglick, who has filled this position for some time, takes up outside work for the company, looking after the city and nearby trade.

The Universal Talking Machine Manufacturing Co., Newark, N. J., recently placed a contract for general advertising with fifteen of the leading magazines. The first "ad." will appear in the April issues. The company are now doing the largest business in their history, several leading jobbers in the country handling the Zonophone line exclusively. Their March list of records is claimed by General Manager Macnabb to be the best ever offered by any company.

Last week Paul H. Cromelin, vice-president of the Columbia Phonograph Co., General, after the adjournment of Congress, and the consequent relegation of the copyright bill to the legislative limbo, returned to headquarters in New York and resumed his regular duties. Mr. Cromelin has been a bulwark of strength to the trade in the consideration of this proposed law.

P. A. Powers, Buffalo, N. Y., who was in New York for several days last week, returned home Thursday. While here he regaled his intimate friends with a unique and altogether enjoyable rendition of his favorite German operatic air, "Schnitzelbank," with variations. Pat is quoted as saying that if this stirring and mirth-provoking anthem were ever reproduced, he would place an order for 100,000 of the records.

The Bartlett Music Co., Los Angeles, Cal., speak of their department as the "talking machine suite."

Recently the Douglas Phonograph Co. received the following wire order for records: "Add messengers order two Irish Rosie, For Memories of Home, Two Care for Us; March." After a little study the mystery was solved, and songs of these titles were forwarded per instructions.

Kohler & Chase, San Francisco, Cal., have opened a branch jobbing house in Seattle, Wash., handling Edison and Zonophone goods.

Since the death of William Ross, of W. H. Ross & Son, Portland, Me., which occurred February 12, the business will be continued with-

out change of name, with Frederick Smith, of the firm, as manager.

Among the jobbing visitors in New York during the past month were: H. Shields, Denver (Col.) Dry Goods Co.; John N. Whilys, Elmira (N. Y.) Arms Co.; Harry W. Weymann, H. A. Weymann & Son, Philadelphia, Pa.; W. O. Pardee, Pardee-Ellenberger Co., New Haven, Conn.; T. Coleman, R. S. Williams Co., Toronto, Can.

Harry H. Enders, recently with Powers & Henry Co., Pittsburg, Pa., is in business for himself now, having an interest in the Pittsburg Film Exchange (Moren & Enders), dealers in motion picture machines and films, and creators of illusions. He was in New York last month on business connected with the firm.

At the great musical exhibition in St. Petersburg, Russia, in December, the display by the Columbia Phonograph Co. was one of the most conspicuous and admittedly the prettiest one in the whole exposition, writes a correspondent. No other exhibit attracted anything like the crowds that flocked to view the Columbia machine, and who lingered near, whenever records were being played.

Thos. F. Murray, with his usual vigorous methods, has added a few more names to the honor roll of Columbia jobbers during his recent trip through the New England States. "Tom" takes great pleasure in having charged up to his credit, in the wholesale department presided over by Walter L. Eckhardt, these firms: S. L. Crosby & Co., Bangor, Me., and the Household Furniture Co., of Bedford, Mass. He says: "Watch the list grow."

Jones Bros., Richmond, Va., recent additions to the roll of Columbia jobbers, are reported as doing a splendid business. In fact, to those who know, it is said the firm are bound to become the largest jobbers in the South. They have a number of branch stores.

Sol Bloom, New York, announces that on account of the tremendous increase in his Victor talking machine business, which he is now handling exclusively, he has disposed of his sheet music catalogue to M. Witmark & Sons. The reason for this move is greatly needed floor space for his new laboratory, now being erected on the third floor of his building, for the exclusive making of records for disc machines, especially those of and for private individuals desiring records of their own voices. As previously stated

ESTABLISHED 1857

THE WALLACE BARNES COMPANY

BRISTOL, CONN., U. S. A.

MANUFACTURERS OF

SMALL SPRINGS

of Every Description

DEALERS IN

WIRE and COLD ROLLED STEEL

Full of Life and Even Temper

Catalog Mailed upon Application.

Quotations Furnished Promptly.



Just A Word In Your Ear

Mr. Music Dealer:—

What efforts are you making to capture the Talking Machine and Record Business?

Do you realize that Columbia Graphophones and Records are as staple goods in the trade as pianos and sheet music? That there is an enormous, and greatly increasing demand everywhere for

COLUMBIA DISC and CYLINDER RECORDS

among all classes of society—the rich, the well-to-do and the workers in office and factory?

The man who owns a piano buys a Columbia Graphophone for the sake of variety and for the excellent vocal selections.

The man who can't buy a piano buys a Columbia Graphophone, and becomes at once a regular customer for Columbia Records.

There is no dull season for the music dealer who sells Columbia Graphophones and Records, because they bring many more people to your store.

Selling Columbia Records stimulates the sale of sheet music—this is a known fact.

Columbia Records are most profitable for you to handle for several reasons:

They are so extensively advertised that everybody knows what they are and are ready to buy them.

They have purer, more natural musical tones than others, free from objectionable scratchy sounds.

They fit all makes of machines, which makes them universal favorites.

This is the only Company operating Record laboratories in the great musical centres of the world.

Any standard or popular musical number can be supplied from the Columbia list—and all the latest hits are brought out immediately.

Every up-to-date music dealer makes his store the musical centre when he sells Columbia goods.

If you are not in line the opportunity is here.

COLUMBIA PHONOGRAPH COMPANY, Gen'l
Tribune Building, New York

GRAND PRIX, PARIS, 1900

DOUBLE GRAND PRIZE, ST. LOUIS, 1904

GRAND PRIZE, MILAN, 1906

STORES IN ALL PRINCIPAL CITIES

DEALERS EVERYWHERE

in The World, Mr. Bloom has also given up handling and jobbing Edison goods. However, he will continue his retail store in Chicago and here.

According to Walter Stevens, manager of the export department, the foreign trade in Edison goods is expanding at a marvelous rate. In fact, its growth has been phenomenal, greatly due to the efforts and concentrated work of Mr. Stevens himself, an expert in his line. M. W. Waitt & Co., Vancouver, B. C., Canada, was created an Edison jobber last month. Their wholesale depot will be at Vancouver, and the branch at Victoria. Manager of Sales Wilson declares the business of the National Phonograph Co. was never in a more prosperous condition.

The Victor Talking Machine Co. have filed suit in the United States Circuit Court at Grand Rapids, Mich., against the Duplex Phonograph Co., Kalamazoo, charging them with infringement of the Berliner patent. Judge Knapper had set February 26 as the day when the defendants should show cause why a temporary injunction should not issue.

The following have been created Columbia jobbers: Somers & Co., St. Paul, Minn.; Duffy, McInnerney & Co., Rochester, N. Y.; Jones Bros., Richmond, Va., with six branches throughout the State. A number of jobbers have been dropped, but the list will be materially lengthened by fresh additions, the applications of whom are now being considered by the company's wholesale department.

The free school for typists desiring to learn the use of the commercial phonograph, which is conducted by the National Phonograph Co., has proven very successful. Miss S. M. Robbins, in charge of the school, states that a bright pupil can master the details of the phonograph in about two days, and can find a good demand for operators in that class. The system has proven a boon to the blind, who can turn out work surprisingly free from errors.

"The Laboratory Association" now occupies the premises on West 23d street formerly possessed by the American Record Co. J. O. Prescott is the manager. An official statement in explanation thereof may be expected not yet, but soon.

A daily press dispatch from Tampa, Fla., says Thomas A. Edison, who is now sojourning at his winter home, Fort Myers, on the Caloosahatchie river, "has purchased land adjoining his property, and will build a laboratory, which will be his workshop for the remainder of his life." Like newspaper telegrams, too numerous to mention, there is nothing in it. Mr. Edison has always had a laboratory—at least for fifteen years—on his Florida place, so if he felt disposed to engage in any line of investigation the means were ready at hand.

At the Dog and Poultry Show held in Indianapolis, Ind., last month the music was furnished by a Twentieth Century graphophone, with a horn over forty inches in length. The machine was furnished by Thomas H. Devine, representative of the Columbia Phonograph Co., and was under the direct charge of F. W. Scheigert. Throughout the show the graphophone attracted hundreds of people, who seated themselves where they could enjoy the full beauty of its rendition, and a number of excellent prospects were thus secured.

The exchange proposition is keeping the Victor Talking Machine Co., Camden, N. J., busy. The shipments of stock to the factory have been on a great scale, but the goods are rapidly assorted and due credit given to the shippers. The Victor distributors are also up to their necks with handling their dealers on the same matter, and everybody concerned is glad its over.

Among the names of the purchasers of valuable stock at the bench show that lately closed in this city was that of J. H. Dorian, the manager of the wholesale department of the Colum-

bia Phonograph Co., at 353 Broadway, who won the distinction of becoming the owner of "Young Mahomet," the son of the \$5,000 "Champion Mahomet." Like his father, "Young Mahomet" is a big white bulldog, and has all of his sires good points, and the best judges say that in time he will be a champion of his class. Mr. Dorian is a great fancier and breeder of this class of dog, and among the noted ones in his kennels is "Nairoids Pluto," son of imported King Pluto and nephew of Champion Bernes, the last year's prize winner in New York, Boston and Philadelphia. Mr. Dorian has at present seven registered bulldogs in his kennels, four of which are imported and from the finest stock bred in England. At the last meeting of the Long Island Kennel Club, Mr. Dorian was unanimously elected as its secretary.

Business in the various branches of the trade is normal, with a tendency to more activity than for some time. Jobbers are overhauling stocks, improving store interiors, and refurbishing up generally in anticipation of a quick movement of goods when the regular spring trade opens. The manufacturers report their factories steadily engaged on orders for immediate delivery.

Leaving Chicago last month on a pleasure jaunt and seeking for a rest from pressing business cares, W. W. Parsons, manager of the commercial graphophone department of the Columbia Phonograph Co. in the Windy City, first enjoyed the Mardi Gras gayety in New Orleans, going to Mobile and thence over to Havana, Cuba. He reached New York February 18, starting for the West later in the week, feeling as if his vacation had been vitalizing and diverting.

No further developments in the acquirement of the Talk-o-phone Co., Toledo, O., by the Atlantic Phonograph Co., the two million corporation, of New York City, are reported. Information relative to conditions in other manufacturing companies is said to be dependent on the final arrangements made on licenses or privileges under patents recently adjudicated by the court of final resort.

WHY NEW DEALERS ARE ADDED.

Not infrequently a dealer in Edison goods, who has been the only one in his town, complains when another is permitted to take up the line in the same place. Even though he has been doing but a small business and making no effort to push it, he still feels that he has not been given a "square deal" when the new man is supplied with goods. Many such dealers have soon found that this attitude was

a mistake. They have learned to their great surprise that it helped their business instead of injuring it, remarks the Edison Phonograph Monthly.

Many a dealer has been aroused from his lethargy to a determination not to let the new man get ahead, and he has been astonished at the possibilities of the Edison business. He has advertised in his local paper, sent out printed matter and circularized possible buyers, all because of a desire to spite and possibly injure his new competitor. He has been amazed, however, to find the business coming his way. He has found the expenditure making money for him, instead of being the loss he expected. As a result he has become a live, aggressive dealer, carrying a constantly increasing stock and finding the business pleasant and profitable, instead of the annoyance it was in the old days.

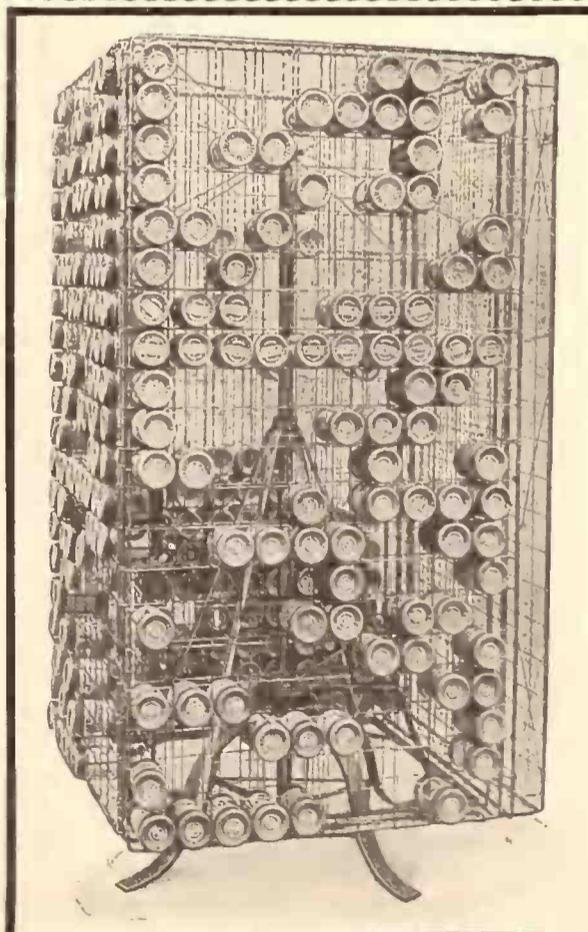
Then, too, his awakening has been met in an equally aggressive spirit by the new man. . . . Not one time in ten does the signing of a second dealer in a town fail to increase the sales in that town many times. It happens sometimes that a dealer is pushing this business in a manner to cover this field thoroughly. In such a case it is a detriment to put in another dealer.

ZONOPHONE 10-INCH RECORDS FOR APRIL.

The Universal Talking Machine Manufacturing Co., of Newark, N. J., have just issued their latest list of ten-inch records for the month of April, as follows:

- 701 Floating Along—Romanza Two-step.....
- 702 Stabat Mater—Rossini
- 703 Voice of the Nation—March
- 704 Yankee Luck—March
- HAGER'S ORCHESTRA.
- 705 Adorée—Valse Lente
- 706 Choristers—Waltz
- 707 Faulla—Intermezzo and Two-step
- 708 Faddy Whack—Characteristic March and Two-step
- FLUTE AND SAXOPHONE DUET PLAYED BY FRANK S. MAZZIOTTA AND STEPHEN PORFORA WITH ORCH. ACCOMP.
- 709 Voice of Love
- SONGS WITH ORCHESTRA ACCOMPANIMENT.
- 710 All Through the Night.....Henry Burr
- 711 Bridge
- 712 He's a Cousin of Mine.....Peerless Quartette
- 713 I'd Like to See a Little More of You.....Arthur Collins
- Miss Ada Jones and William Murray
- 714 I'm the Kid that Built the Pyramid.....Billy Murray
- 715 Kiss, Kiss, Kiss.....Miss Ada Jones and Wm. Murray
- 716 Linger, Longer Girl.....Miss Alice Stevenson and Frank Stanley
- 717 Meet Me Down at the Corner.....Miss Ada Jones and Len Spencer
- 718 Onward, Christian Soldiers.....Peerless Quartette
- 719 Poor John
- 720 Ramble Minstrels
- 721 Sound Advice
- 722 Sunday-school Picnic at Pumpkin Centre.....No. 1 Mr. and Mrs. Cal. Stewart and Peerless Quartette
- 723 Uncle Josh in a Department Store.....Cal. Stewart
- 724 We Have No One to Care for Us Now.....Byron G. Harlan
- 725 When You Know You're Not Forgotten by the Girl You Can't Forget.....Frank Howard

The Mapel Music Co., Denver, Colo., have added a talking machine department to their store, handling the Victor line.



MR. DEALER:

Do you know about

The Monarch Revolving Rack?

Enthusiastic dealers all over the country are using them. Can you afford not to investigate it?

DO IT NOW!

The Monarch is only one of many styles. Our Catalogue showing the others is yours for the asking.

All prominent jobbers handle The "Heise" System of wire racks.

SYRACUSE WIRE WORKS SYRACUSE, N. Y., U. S. A.

FROM OUR CHICAGO HEADQUARTERS

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

The Requirements of a Successful Talking Machine Salesman Still the Subject of Some Timely Comments—A Friendly and Interesting Analysis of the Situation by the Manager of Our Western Department—Reasons for Success and Failure—Cable Company Discontinue Wholesale Talking Machine Business—C. W. Long Goes to St. Louis—Hibbard to Join the National Forces at Orange—The First Appearance of the Auxetophone in Chicago—A Large Audience Delighted With the Programme—A. J. Pommer Co., of Sacramento, Secure the Agency for the Concert-o-Phone—Other Items.

(Special to The Talking Machine World.)

Chicago, Ill., March 9, 1907.

In this department last month the requirements of the successful talking machine salesman was made the subject of discussion, and incidentally some of the causes of failure were given either directly or inferentially. It gave the western representative a great deal of pleasure to receive these expressions. When he started down the line he thought he might find himself gathering about what he has obtained in past years in other lines—a choice selection of nice little space filler, namby-pamby platitudes, and all that. He didn't. He found a lot of energetic, thoughtful men who attacked the subject with genuine enthusiasm. Hardly any of them approached the subject from the same viewpoint, and they proved conclusively that they were not only injecting enthusiasm and energy in their work, but had original conceptions concerning it, and instead of being content to follow the traditions of the elders, were not afraid, after careful consideration, to embark on the sea of untried methods if they

seemed to possess the unmistakable germs of success. Now, all this is very encouraging and is a powerful argument in favor of the perpetuity of the talking machine as a high-grade commercial proposition and an earnest of its continued development along artistic lines. It was intended to continue these interviews in the present issue, as a number of the leaders of the trade here were not included in last month's symposium. I have decided, however, to postpone this until next month, and instead to suggest one or two problems to be considered.

It must be remembered that the best and most experienced men, the men of capable initiative, independent thought and originality of method are very likely to be attracted to the larger trade centers where competition is the keenest, and where they will command good salaries. This is not invariably the case, but as a general proposition it is true. But go over the trade with a fine tooth comb in the large centers as well as in the country, and I am very sure you will find the average compensation paid salesmen and men occupying managerial positions to be inadequate compared with the sums paid men in other lines not requiring greater, if as great, general and special equipment.

It is absolutely true that I am consequently listening to wailing and gnashing of teeth because it is so difficult to find thoroughly capable salesmen and managers. The supply is not equal to the demand. Now there must be a reason for all things. It is manifest that there is plenty of promising raw material lying around loose. There are thousands upon thousands of fine, clear-headed young fellows employed in other lines, or just learning or preparing to begin to learn the game of business who would

make splendid talking machine men. Thanks to our modern educational methods, faulty in some respects though they may be, a fair development of the mechanical faculty or power to grasp mechanical problems, coupled with a broad, general commercial sense and even an adequate general education is by no means as rare as it used to be. No longer can it be said that a man mechanically inclined must always be a mechanic and nothing else. Furthermore, like most generalizations it has never been true to the extent that the utterers of the fallacious dictum thought it was.

Now, the question is, why are not more of these fine, ambitious young fellows attracted to the talking machine trade, and if they do get into it, why do so many of them leave it in a short time for other pursuits? I, for one, believe it is because they see a better chance for reward in other lines. Now, on the other hand, I know plenty of instances where very fair salaries are paid, but they seem to be exceptions that prove the rule. I do not say that there are not many men who are willing to adequately compensate good men, but reverting to the original proposition, it seems to me that the fault is two-fold. In the first place it may be, and I believe in any number of cases is, the fact that dealers are not willing to pay a fair, if very moderate wage, to the young man who goes into a store to learn the business. Now, no matter how flattering the outlook may be, it is true that man cannot live by faith alone, and it is discouraging enough and a potent ambition dampener if, when after paying your board bill you find it necessary to say nay, nay, as the trolley stops opposite you and limit yourself to a ten-cent lunch at noon. When a job offers itself with less "future" but more substantial imme-

PROMPT SHIPMENT

WE CAN GIVE YOU
"WHAT YOU WANT"

IN

Edison Phonographs and Records

WHEN YOU WANT IT

"THE PEOPLE WITH THE GOODS"

BABSON BROTHERS

G. M. NISBETT, Manager.

304 Wabash Avenue,

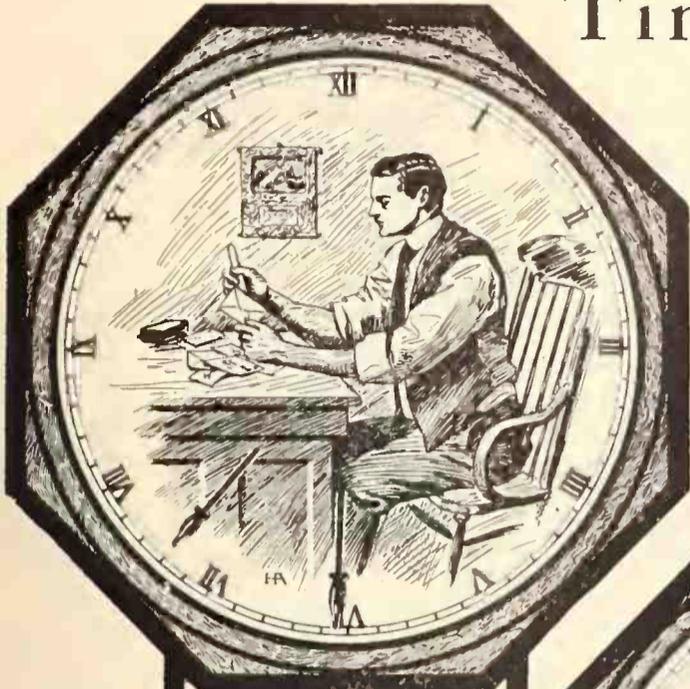
CHICAGO, ILL.

Time is Money

Send us your orders for

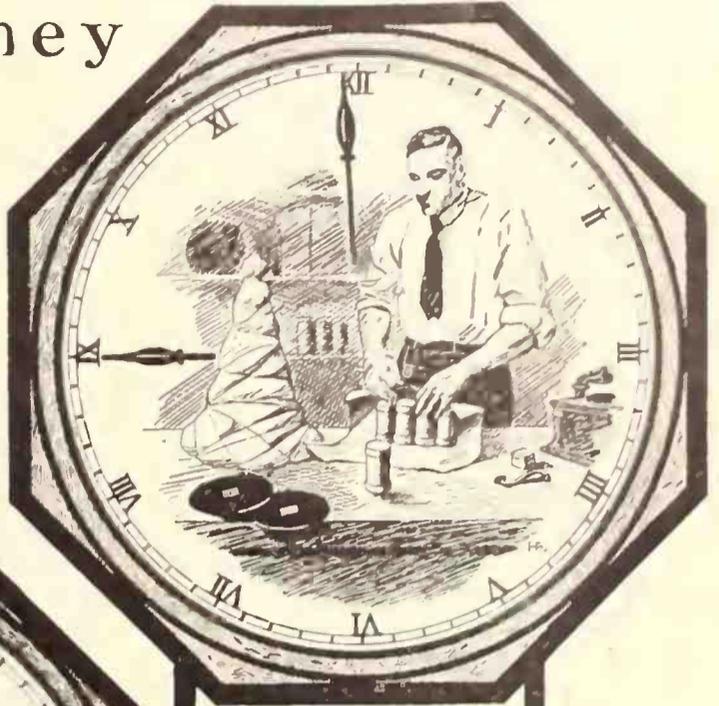
Victors and Edisons

and save both Time
and Money



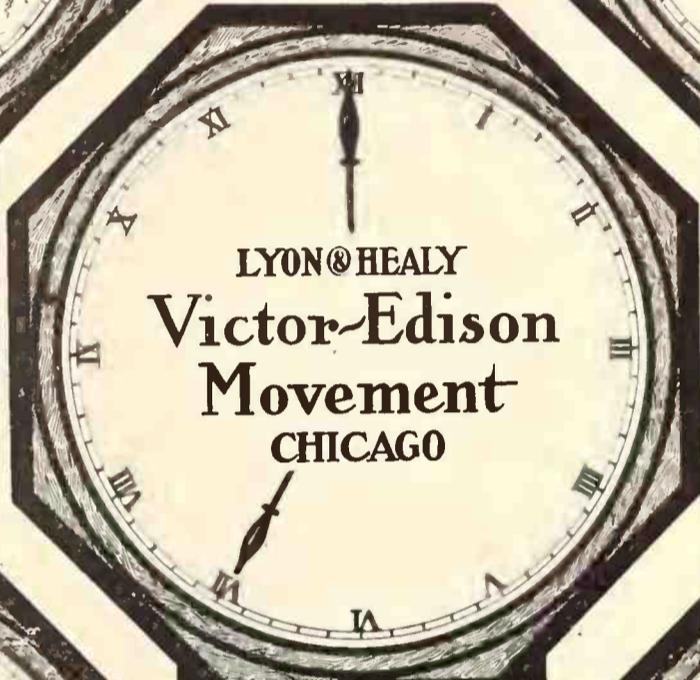
7:30 A. M.
Your order received

Our early-morning start
is a big help in getting
your order out
today.

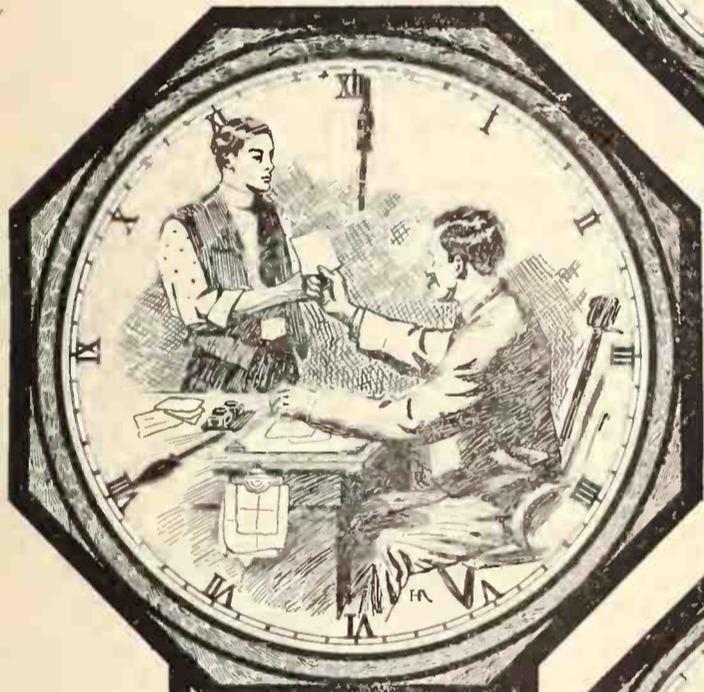


9:00 A. M.
Filling the order

Our careful system of
filling orders means per-
fect goods just as
ordered.

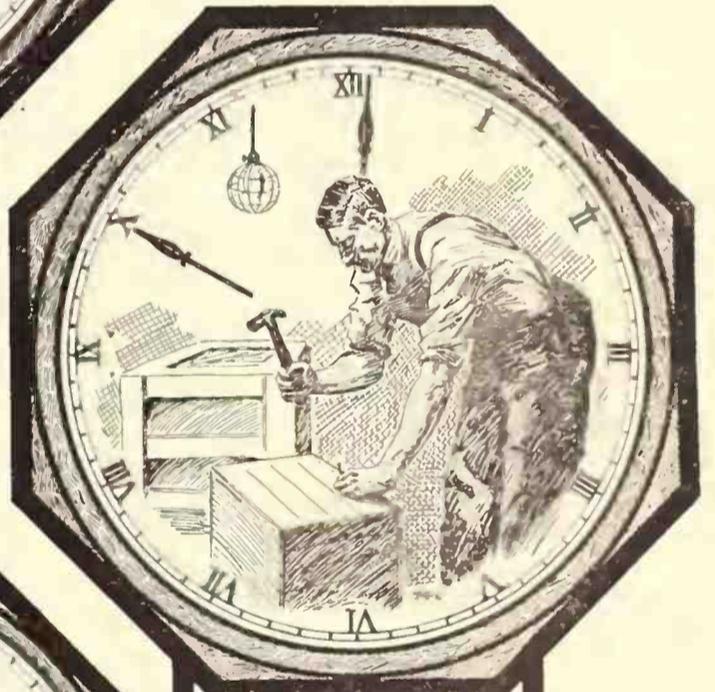


LYON & HEALY
**Victor-Edison
Movement
CHICAGO**



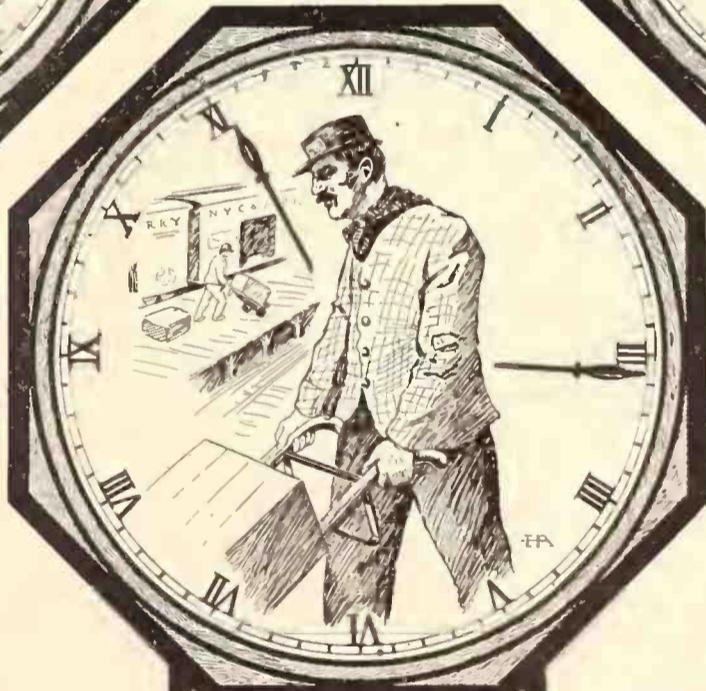
8:00 A. M.
O. K.'ing the order

No vexatious delays in
our Credit Department.



10:00 A. M.
Packing the order

We pack securely in light
strong boxes as if each
order had to cross the
continent.



11:15 A. M.
AT THE DEPOT

Think of it! Only 11:15
and at the depot. Don't
we deserve your orders?

LARGEST
Victors and Edison
LYON & HEALY

JOBBERS
Talking Machines
CHICAGO

diate reward the temptation is such that few can resist.

In the second place, instances have come under my observation which lead to a belief that very many concerns in a trade when they get hold of a good man and arrange to pay him an inadequate salary, expect to see the world turned upside down in about a day and a half. They forget, especially if the new man assumes a managerial position, that his advent almost necessarily involves the inauguration of new methods and possibly a new sales policy. The adjusting process is never a rapid one, no matter how advantageous the changes may be and no matter how strongly they may appeal to the buying public. When a man employs another he expects results, and in the nature of things he must get them if the relations between the two are to continue. But the employer must remember that what business he has is the result of development and of untiring effort, that any future progress he may make must be along the same lines, although perhaps relatively more rapid, but that to expect the new man to make good in a large way in an incredibly short space of time is manifestly impossible, and that his business is not likely to increase in volume by leaps and bounds unless, indeed, he violates those laws prompted by wisdom and foresight which have saved the trade from demoralization, and thus cuts off his source of supplies of goods and makes himself a pariah and an outcast.

If the writer is wrong in his deductions he would be glad to be set right. Anyway, a full and free discussion of this matter in these columns would unquestionably prove interesting and even helpful. Correspondence on the subject is heartily invited by the Chicago representative of *The World*, and the names of the writers will be withheld from publication, if so requested.

The Cable Company have discontinued the wholesale talking machine business, which they consider as foreign to the piano business when conducted in a wholesale way. C. W. Long, who has been the manager of the department, and who is a thoroughly capable man of long and successful experience, goes to St. Louis, Mo., to assume the managership of the large wholesale and retail business of the St. Louis Talking Machine Co.

C. L. Hibbard, western manager of the commercial department of the National Phonograph Co., will leave in a few weeks for the factory at Orange, N. J., where he will assume an important connection with Nelson C. Durand, general manager of the commercial department. E. C. Barnes will continue to have charge of the company's local business on the business phonograph as in the past.

George M. Nisbett received a letter recently from a dealer in which he said he never failed to get 99 out of every 100 Edison records ordered of Babson Bros.

The first "public appearance" of the auxetophone in Chicago was made last Wednesday evening, when it was used in connection with a lecture by Prof. N. C. Corey in a lecture on "Grand Opera" at Music Hall, under the direction of F. Wight Neumaun, the famous Chicago impresario. The lecture was illustrated pictorially as well as musically, and proved a distinct artistic success. Prof. Corey traced the origin of the opera, described the opposition incurred at every step of its advance, and ex-



B. FEINBERG,
Of the Western Talking Machine & Supply Co.

plained its original purpose, its dual nature, dramatic and musical, and the musical antagonism of these elements. The early days were marked by an excessive development of the musical element, although Gluck made a strenuous but ineffectual effort to stem the tide. The conventional aria and its purpose, the exhibition of vocal virtuosity, were treated exhaustively and illustrated on the auxetophone especially by the mad scene from "Lucia," as sung by Melba. The speaker then went on to describe the development of a race of singers, the Italians, and later touched on Meyerbeer's efforts to effect a com-

promise between the musical and dramatic. The question whether Verdi was to be considered in the light of a revolutionist was handled in a masterly manner. The great work of Wagner and the reforms instituted by him were handled in a thoroughly appreciative manner and at some length. The lecture concluded with a treatment of the modern Italian school. After a graceful introduction the lecture was plentifully interspersed with stereopticon views and selections on the auxetophone from the great composers referred to by the lecturer and interpreted by such artists as Homer, Eames, Campanari, Sembrich, Melba, Sembrich and Scotti in duet, Schumann-Heink, Caruso, Journet, Galski and Tamagno—the latter being literally a voice from the dead, and such a voice! The numbers were vigorously applauded by the audience. About 500 of Chicago's musical elite listened to the lecture and to the auxetophone.

O. D. Weaver & Co., northwest corner of Washburn avenue and Adams street, Chicago, are showing a very complete line of disc and cylinder record cabinets, selling to the trade only.

The Western Talking Machine & Supply Co., Dillbahr & Feinberg, proprietors, have made arrangements with the various eastern factories they represent by which they have been enabled to carry stock in Chicago, thus shipping all goods in the future f. o. b. Chicago, thus effecting a distinct saving in freight to western jobbers. B. Feinberg, of the firm, is now on a trip through the Northwest, and will leave about April 1 on a trip to the Pacific coast. The firm have recently moved to new salesrooms and offices in the Willoughby building, 6 Madison street.

The Boyd-Harrison Co., electric pianos, etc., 6 Madison street, have moved to larger offices in the same building.

The Skelly Manufacturing Co., of this city, manufacturers of the Concertophone Twentieth Century Columbia coin-operated machine, have appointed the A. J. Pommer Co., of Sacramento, Cal., Pacific coast sales agent, and Helriegel & Co., Philadelphia, sales agents for Pennsylvania.

Frederick Sheppy has been granted a patent for his tone regulator, which he has had on the market for over a year. Mr. Sheppy, by the way, is now fully equipped for doing talking machine repairing for jobbers, and is rapidly building up a business of large proportions.

Lyon & Healy recently issued a remarkably fine piece of advertising matter in the shape of a cut-out clock dial, or rather a series of them, showing the promptness with which orders for talking machines and records are filled. How this was illustrated is shown in the company's page advertisement in this issue.

Joe Wallace, head repair man at Lyon & Healy's, has taken unto himself a wife.

WESTERN JOBBERS:

Why Not Save Freight?

☐ Factory goods at factory prices. ☐ Large stocks carried in warehouse, ready for immediate shipment, F. O. B. Chicago.
☐ Horns, O. K. Cranes, "Standard" Needles, etc. ☐ We are not jobbers, but direct factory representatives, selling to the jobbing trade exclusively. ☐ Write for samples and prices of the new "Standard" needles.

WESTERN TALKING MACHINE & SUPPLY CO.

DILLBAHNER & FEINBERG, Props.

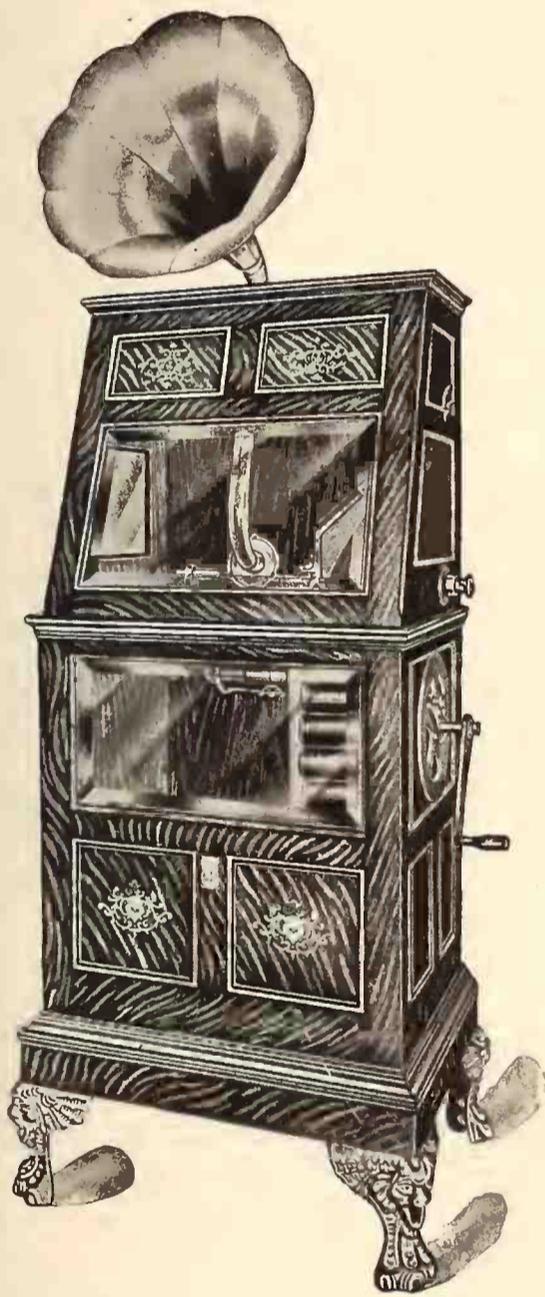
6 Madison Street, CHICAGO

THE
CONCERT-O-PHONE

**TWENTIETH CENTURY
COLUMBIA COIN
OPERATED MACHINE**

Almost Human in Tone

**25 SELECTIONS
AUTOMATICALLY
CHANGED**



MADE BY

SKELLY MFG. CO.

81 South Jefferson St.

CHICAGO

A. J. POMMER CO., Sacramento, Cal.,
Pacific Coast Sales Agents

HELRIEGEL & CO., Philadelphia,
Sales Agents for Pennsylvania

W. L. Brind, formerly with the Columbia Phonograph Co., has transferred his allegiance to H. C. Kibbey & Co., the well-known electric piano and coin-controlled musical and entertainment machine concern.

W. W. Parsons, manager of the commercial dictation machine department of the Chicago office of the Columbia Phonograph Co., has returned from a vacation trip to the South and to Cuba.

Charging his downfall to gambling and drink, Earl D. Floyd pleaded guilty to charges of having stolen \$3,200 from the National Phonograph Co. before Judge Ball to-day and was given an indeterminate sentence in the Joliet penitentiary. Floyd said that he came from a respectable family in Michigan, had a good education and enjoyed a good salary. He began his stealings in a small way and afterward took larger sums, finally being forced to flee from the city. He was arrested in Sheridan, Wyo., and, it is said, was betrayed by a woman whom he intended to marry. The alleged peculations occurred shortly before the National Phonograph Co. closed their Chicago headquarters in June of last year.

A. D. Geissler, manager of the Talking Machine Co., goes to Philadelphia the latter part of this week to attend the marriage of his sister. He has made a new addition to his traveling force in the person of Roy Keith.

The "City of Brotherly Love," as Philadelphia is called, often proves an apt title, for besides loving one another, certain of its citizens are mentioned as treating another's property in a brotherly sense as though it were their own and incidentally decamping with same.

A young talking machine dealer in the outskirts of the town made a record of his dog's voice, which, by the way, had the habit of "singing" in dog fashion. Shortly afterward he sold a good machine on the instalment plan to a man who made the first payment and then vanished together with the outfit. After making the sale, however, the dealer missed his "dog" record, and judging the customer had stolen it, looked upon it as an excellent clue.

While walking through a distant part of the town shortly afterward, the dealer heard a dog's voice issuing from a certain house and recognized it as his lost record.

Investigation disclosed the missing machine and the purchaser, who, when cornered, paid the balance due rather than face arrest. The whole affair was a peculiar reversal of the well-known episode, entitled "His Master's Voice," for here the master profited by hearing his dog's "voice."

THE MONARCH REVOLVING RECORD RACK

The Monarch Revolving Record Rack, made by the Syracuse Wire Works, Syracuse, N. Y., has proven most successful in every particular. Sales of this specialty have increased at a wonderful rate until at present the demand for them comes from all parts of the world. Only recently, in fact, a large shipment of wire racks was made to the Argentine Republic, and where initial consignments are placed reorders are sure to follow, as the racks receive the unqualified indorsement of every dealer using them. A distinct advantage of the revolving rack is that one thousand records may be displayed in a space that permits shelving sufficient to hold only a few hundred, and besides, in the Monarch rack each record is placed in plain view and is easily removed.

THE NEW BONCI RECORDS.

The new Bonci records issued by the Columbia Phonograph Co. are now on sale, and the demand for them has been far greater than even anticipated. The last lot to come through are remarkable for their clearness and purity of tone, and the scratch that characterized some of the earlier product has been greatly eliminated. Most of these records are double faced, making them quite reasonable in price when it is taken into consideration that the purchaser secures two records for the price of one.

X OUR LEADER X



\$10.00

Holds 75 ten-inch records and
75 twelve-inch records
Partitions made of Coppered
Steel Wire bent into a quarter
circle
Beautifully finished on all sides
Golden Oak or Mahogany

**Write for our Cabinet
Catalogue**

Your regular discount applies
The best values in the country
to-day
We have the strength of our
convictions
Order the Above Cabinet
If it isn't the best Cabinet you
ever had for the money return
it to us at our **expense**

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

**Remember, We Wholesale
Exclusively**

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

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

Write for Sample of **Exhibi-
tion Needles.**

Exclusive Victor Wholesalers.



105-107-109 Madison Street,
CHICAGO, ILL.

TRADE NOTES FROM BOSTON.

Business Brisk All Along the Line—Leading Jobbers and Dealers Make Good Reports as to Present and Prospective Business.

(Special to The Talking Machine World.)

Boston, Mass., March 11, 1907.

"Don't talk to me about business! When a man has too much business so that he can hardly turn around because of the goods packed up waiting to be shipped out, he wants to wait until business slacks up a little before he talks. Just now I'm too busy sending out orders to think even of lunch or dinner." This was the way A. W. Chamberlain, wholesale manager at the Eastern Talking Machine Co., spoke this week. He showed The World representative a big pile of goods waiting to be taken away by expressmen, and more goods were being put into the basement for future orders. Mr. Chamberlain said that business had never been so good as now, and seemed to be growing better every week. The Eastern Talking Machine Co. are doing an especially good business on Victor machines, having disposed of over 300 in three weeks. Sager Midgeley, the actor, has just bought from this company an I. C. S. outfit in French, and a similar outfit was recently sold to a Japanese merchant here.

A. F. Rowell, formerly with the Winchell Co., has gone to Providence to assume charge of the National Phonograph Co.'s store there.

At the Boston Cycle Co.'s warerooms, Manager Andrews said this week: "It is only a question of time when every dealer will have the tray system for holding records. To-day there are more people carrying Edison records than ever before, because they can keep them handily.

Where they used to carry a stock of, say, 200 or 300, they now try to carry every record that is out. With the tray system a dozen customers may stand before the racks and pick out their records, while the salesman is waiting upon other persons. Under the old system the dealer could only wait upon one customer at a time, because no one but he knew what the records were and where they were." Mr. Andrews is announcing this month some bargains in flower horns.

The Columbia Phonograph Co.'s salesmen ran up against the men from the Boston Cycle Co. this week on the bowling alleys, and "they were they're," to the tune of 1,170 to 1,115. The Columbia boys say they will wipe that score off next time. The wholesale department of the Columbia Phonograph Co. has been removed from Summer street to 17 Kingston street, where Manager W. S. Sprague says he is much better satisfied and has more room. Customers are calling for goods every day now, but it is impossible for the company to get them from the factory, especially on the higher grades. It is also impossible to secure cabinets enough to supply the demand.

The Victor business at M. Steinert & Sons Co., both wholesale and retail, is better this month than ever before, but there is still the handicap of not being able to get goods from the factory.

"Doc" O'Neil, traveler for the Victor Co., put in a couple of weeks here recently, endeavoring to place the Victor goods with some of the local piano houses as a side line.

The newly fitted up department for talking machines at the department store of Houghton & Dutton has been doing an extremely good business of late.

on the market. In view of this it becomes quite important for each one to select his own variety, and the demand is created accordingly.

It is common for a customer, when referring to an unsatisfactory record, to tell the dealer that the record does not play right. When this remark is made to Mr. Blackman, proprietor of the Blackman Talking Machine Co., 97 Chambers street, New York, he usually tells the customer that this is caused by not using a "Playrite" needle, for he adds, "The name tells what they do."

Everybody cannot judge quality, for in most things it requires an expert. In the case of a talking machine needle it is different, for the opinion of the one who uses it is final, for he has simply to consider whether the needle will play a record perfectly from start to finish, and at the same time give a loud, clear and sweet tone.

Mr. Blackman also recommends his "Melotone" needle for people who stay home from church on Sundays and play rag-time music. The advertisement of the Blackman Co. in this issue gives further uses of "Playrite and Melotone" needles.

APPLY FOR INJUNCTION.

Friday, Feb. 15, the American Graphophone Co. through their attorney, C. L. A. Massie, argued a motion before Judge Lacombe, United States Circuit Court, Southern District of New York, to enjoin the Leeds & Catlin Co., New York, from employing the Jones process in the duplication of disc records. This was following up the decision of the United States Circuit Court of Appeals, second circuit, who recently declared the Jones patent valid, in the cases against the Universal Talking Machine Manufacturing Co. and the American Record Co. Louis Hicks appeared for the defence. The court gave both sides until the 21st to file supplementary briefs, but no further oral argument was heard. Decision was reserved.

MORE NEEDLE POINTS.

The Heinz "57 variety" of pickles have long been a back number, when compared to the number of different kinds of talking machine needles

TALKING MACHINE REPAIRING EXCLUSIVELY

We are equipped to take care of all your repair work, having every up-to-date appliance and a very complete stock of repair parts.

DEALERS

Send us a trial order and see how promptly we will attend to it, giving you perfect work.

Sheppy Talking Machine Works
3749 Cottage Grove Ave., CHICAGO

RECORD DISC and CYLINDER CABINETS

Complete Line
Attractive Designs
Popular Prices

YOU WILL BE PLEASED

Write for Catalog "by return Mail"

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

BIGGEST MONEY SAVER ON THE MARKET

YOU GET



THIS

← INSTEAD OF →

THIS



IF YOU USE

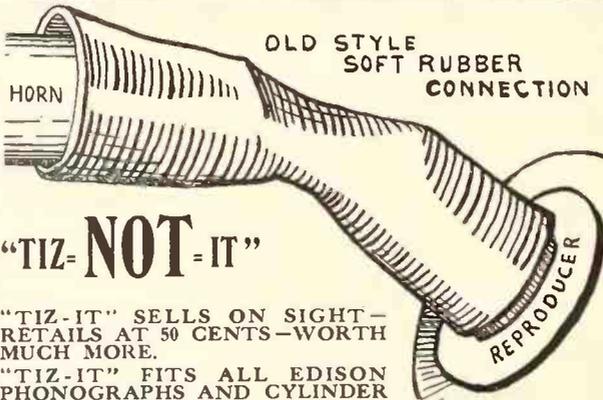
The "GUARDIAN" Coin-Detector

Throws out Slugs (including Brass) — It cannot be choked up!

SAVES 300% OF YOUR MONEY

Nickel-Slot Pianos and all Nickel-Slot machines earn three times as much money when protected with a "Guardian" Coin-Detector. Write now, today, for fullest particulars.

H. G. KIBBEY & CO., Inc. MECHANICAL AMUSEMENT HEADQUARTERS
Coin-Operated Machines of Every Description
209 STATE STREET, CHICAGO, ILLINOIS, U. S. A.



HORN

OLD STYLE
SOFT RUBBER
CONNECTION

"TIZ-NOT-IT"

"TIZ-IT" SELLS ON SIGHT—RETAILS AT 50 CENTS—WORTH MUCH MORE.

"TIZ-IT" FITS ALL EDISON PHONOGRAPHS AND CYLINDER GRAPHONES.

IMPROVES ANY MACHINE 100 PER CENT.

Send for Descriptive Circulars and Discounts to the Trade

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



IT'S ALL IN THE BALL

PAT. PENDING

"TIZ-IT"

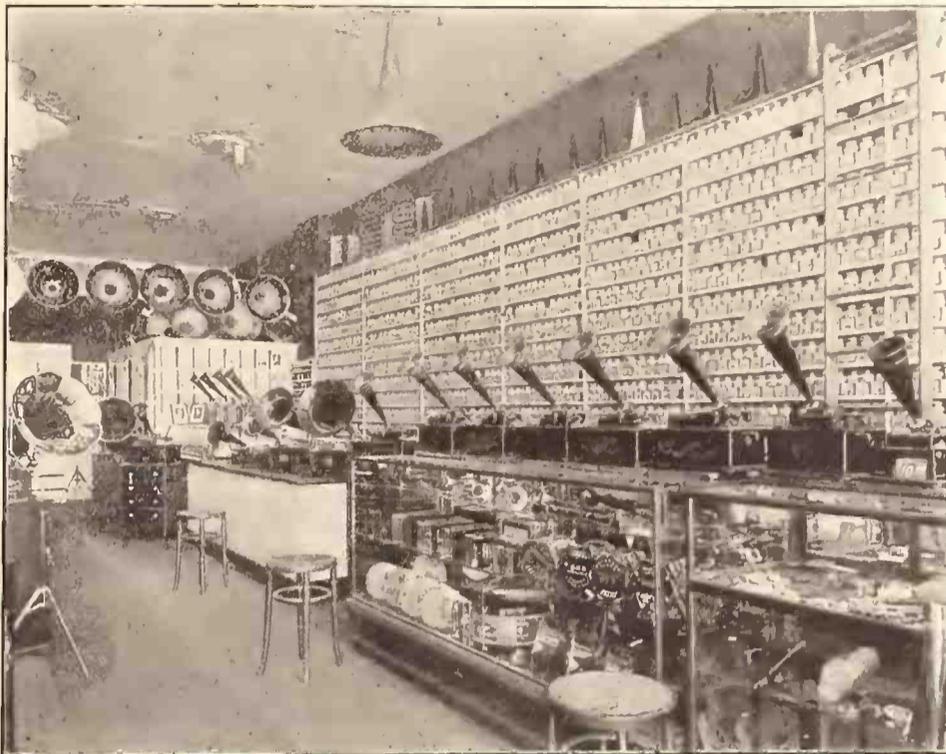
THE [NEW ALL-METAL

HORN CONNECTION

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

TALKING MACHINE DEPARTMENT CONDUCTED BY BRODBECK & CO.

In connection herewith we publish a view of the talking machine department conducted by Brodbeck & Co., of 51 South Fourth avenue, Mount Vernon, N. Y., who are said to be among the largest talking machine dealers in Westchester county. They handle the Edison and Victor lines, together with a complete assortment of record cabinets, horns and other sundries, and are a progressive, up-to-date institution.



SAN FRANCISCO NOTES.

Bacigalupi Doing a Large Business in Automatic Instruments—Big Order for Wurlitzer Co.—Sherman, Clay & Co. Have Nine Special Demonstrating Rooms—Exton Music Co., of Los Angeles, Enlarge—News from Many Points on the Pacific Coast.

(Special to The Talking Machine World.)

San Francisco, Cal., March 6, 1907.

Peter Bacigalupi, the prominent talking machine jobber and retailer, who is now doing something in self-playing organs, pianos, etc., has gone at the latter end of his business in the same big way that put him into the midst of things in the talking machine business. "Well, how many have you got?" he asked Mr. Gerlich, the factory representative of the Wurlitzer people, when the latter asked him the other day how many Wurlitzer instruments he wanted.

E. L. Andrews & Son, of Phoenix, Ariz., are planning to drop some of their outside lines and specialize on the Victor, which they find to bring good results.

Clark Wise & Co. have arranged a special department for cylinder machines and records, and are beginning to push these out to some extent.

Sherman, Clay & Co., with their nine separate demonstrating rooms for Victor goods, are doing even more talking machine business than last month. They received a fine lot of new records last week, which they are advertising widely.

The Columbia Phonograph Co. have opened their neatly fitted branch at Van Ness avenue and O'Farrell street, which proves to be a constant attraction. The business is still seriously limited by the scarcity of stock.

Kohler & Chase's phonograph rooms are doing good service. This side of the business is as important as ever, and frequently all five rooms are in use at once.

The Exton Music Co., Los Angeles, Cal., have redecorated and greatly enlarged their talking machine department and placed E. T. Delano in charge. They handle Victor, Edison and Zonophone lines. Mr. Delano, the new manager, is a man of wide experience, having been for some time with W. J. Dyer & Bro., of St. Paul, Minn., and later with Kohler & Chase, of San Francisco.

SEE THE DIRT, AND SEE THE POINT.

Have you ever noticed the point of a talking machine needle after it has played about half of the record? If so, it probably reminded you of a stick being dragged through the dirt. This proves that considerable dirt is in the record grooves, and, although the needle point rubs some of it out of the grooves, it also grinds

some of it into the record, causing the record to become scratchy, and wearing the needle point.

J. Newcomb Blackman says he has overcome this difficulty by the Place No. 10 Record Brush, which, when once applied to the sound-hox, automatically cleans each record groove 30 or 40 times through direct contact between the record and needle point. This saves the wear and tear on both the record and the needle, and insures a perfect reproduction. The advertisement of the Blackman Co. in this issue fully describes the No. 10 Brush for the Victor machine.

PORTLAND BUYING HIGH GRADES.

General Reports from Leading Dealers Are Most Satisfactory—People Want the Best in Both Machines and Records and Price Apparently of Little Consequence—Graves & Co. to Build Warehouse in Order to Relieve Their Business—Sherman-Clay's Big Sales—What the Leading Dealers Report.

(Special to The Talking Machine World.)

Portland, Ore., March 6, 1907.

Conditions among the talking machine dealers of this city are most satisfactory with the bulk of the demand for higher priced outfits. Sales of \$250 to \$300 are of quite common occur-

rence, especially where grand opera records are included in the outfits.

The Columbia Phonograph Co., whose Portland store is the distributing point for the entire State of Oregon and portions of Washington and Idaho, have been doing an immense business, especially higher priced machines and records. There is a great demand in the country districts for Columbia goods. The manager of the local headquarters is A. Glenn.

Good business is also the report of Graves & Co., who are Edison jobbers for that section of the Northwest. According to P. C. Graves, manager of the talking machine department, the company are contemplating the erection of a three-story warehouse in order to relieve the present crowded condition of their quarters. Graves & Co. also handle the Victor line as a retail proposition, and are thus in a position to capture their share of both disc and cylinder trade.

The Portland Phonograph Agency, E. B. Hyatt, manager, are also enjoying a full portion of prosperity. They also have experienced an unusual demand for high priced Edison outfits, and judging from the business done by them for the last two months, 1907 will prove a record breaker.

Sherman, Clay & Co. are much pleased with the showing of their talking machine department under the management of George R. Guppy. They have made some record sales of Victor outfits, and a bill amounting to a couple of hundred dollars does not worry them in the least. While the cheap machines have remained to litter up the shelves the high priced ones have gone out almost as soon as received, and it is found difficult to obtain goods of that quality in sufficient quantity to meet the continually growing demand.

The Gibson Co., who handle the Columbia line exclusively, report a strong demand for \$50 machines, with the really cheap outfits hardly called for. Lipman, Wolfe & Co., a department store, who handle the Victor machines and records, report similar conditions.

N. A. SPERRY IN OLD QUARTERS.

N. A. Sperry, talking machine dealer, of Hartford, Conn., whose stock, as related in The World recently, was destroyed by fire, has reopened again at his old stand, 85 Pratt street, with a handsome stock.

F. K. Dolbeer, manager of the National Phonograph Co., who has been on a fortnight's trip West and South, returned East Feb. 19.

No Jobber in the United States can or will take better care of your

Victor, Edison and Columbia

RECORD AND MACHINE

orders than we will. If you are getting entire satisfaction where you now trade—stick! If not, and you have the cash—try us.

POWERS & HENRY CO.

101 Sixth Street

PITTSBURG, PENN.

GET A STOCK OF RECORDITE NOW!

Recordite
Jobbers

LYON & HEALY, Chicago

SEARS, ROEBUCK & CO. Chicago

RUD. WURLITZER CO. Chicago, Cincinnati

McGREAL BROS. Milwaukee

E. F. DROOP & SONS CO. Washington, D. C., Baltimore

J. F. SCHMELZER & SONS ARMS CO., Kansas City

H. A. WEYMANN & SON 923 Market St., Phila.

NEAL, CLARK & NEAL CO. Buffalo

C. KOEHRING & BROS. Indianapolis

Make your
OLD
Disc
RECORDS
as good as
NEW
for

Less than $\frac{1}{2}$ Cent Each

FOR SALE BY ALL DEALERS

Recordite
Jobbers

DOUGLAS PHONO CO. New York

POWERS & HENRY Pittsburg

O. K. HOUCK PIANO CO. Memphis, St. Louis, Little Rock, Nashville

KOEHLER & HINRICHS St. Paul

SHERMAN, CLAY & CO. San Francisco, Los Angeles, Seattle

YOUNG & LEETE Savannah

EASTERN TALKING MACHINE CO. Boston

M. STEINERT & SONS CO. Boston

CRESSEY & ALLEN Portland, Me.

The above is a fac-simile of full-page advertisements, such as we will carry in leading publications beginning March issues. These will drive customers to you. Be sure and have a stock on hand to meet the demand. Write to-day for prices and circulars.

RECORDITE COMPANY, - 1905 Park Avenue, NEW YORK

HONORING THOMAS A. EDISON.

The Sixtieth Birthday of the Great Inventor Celebrated by His Associates With a Delightful Dinner and Reunion, Which Will Go Down in History as Unique.

When Thomas Alva Edison, the "wizard," reached his sixtieth birthday, February 11, his business associates celebrated the momentous date with eclat. The event was memorable for more reasons than one, and when his friends, in honor of the occasion, tendered him an informal dinner at the Kroeger Auditorium, Newark, N. J., he graciously accepted their hospitality. The affair was a beefsteak dinner, because Mr. Edison is opposed to elaborate display, being simple in his tastes and democratic in manner. The originator of the phonograph was in the best of health and spirits, was the first man on the ground, and with a red rose as a boutonniere and a genial smile, the only guest of the evening declared he felt like a young man, and his actions throughout plainly proved his words.

No more enjoyable time could be imagined than the several hours passed at the table, where stories reminiscent of the company's experience at various stages of developing the talking machine, were told by Messrs. Edison, Gilmore, Moore and others. The Edison "talent," including Harlan, Collins, Murray, Porter, Jandas and Frautzen, contributed the entertainment features. The hit of the evening was Walter Miller's song, rendered by the quartette, to the air of "Everybody Works but Father," as follows:

A man who liked work came to our town, a wonder, you all know;
His name is Thomas Edison, full of push and go.
He hired a lot of farmers, see them all around;
Ask him what he pays them for, and you'll never hear a sound.

CHORUS.

Nobody works but the old man,
He's at it all night long;
Tinkering with experiments
Until the break of dawn.
Gilmore just gives orders,
Weber does the same;
Nobody works but the old man,
Ain't that an awful shame.

There was a time when Edison would give no room to work,
He'd only build a lot of shacks, no wonder we did shirk.
But now it is quite the reverse, new buildings are so nobby,
The chances are he'll never stop, cement buildings are his hobby.

He's always, always at it, it's a wonder he ain't dead,
With only five hours sleep at night, so it has been said;
But if this sleep is not enough and of the proper kind,
He takes more in the day-time, but we're all blind.

He's working on a battery, perfect it soon will be,
He's trying every kind of dope to get electricity.
We'll put them in your autos and send Gilmore the bill;
If they can't climb up the steepest grade,
Just watch them go down hill.

To the melody of "Arrah Wanna," Collins and Harlan sang the following, framed up by Messrs. Cronkhite and Hird:

At the factory in West Orange, seated in his chair,
You can find the chief "Heap Big Smoke" tearing out his hair;
Each day comes little Westee with a segar fine,
Cries the Boss, in accents frenzied, "Can't you read that sign?"

CHORUS.

Mr. Gilmore, Mr. Gilmore, we are proud of you,
You are tried and true,
You will never fret and stew,
In an office built of concrete strong,
You could make your henchmen smile,
If you'd only set us rules to let us smoke a little while.

At his desk he ponders deeply, letters by the score,
Mr. Gilmore, gen'ral manager, gee, but he gets sore,
In comes Walter Stevens with an armful of old truck,
Walter says, can you see me now, I can't go on, I'm stuck.

CHORUS.

Mr. Gilmore, Mr. Gilmore, up in the air you go,
It is hard we know,
Your job is a peach, oh, oh,
In a year or two your golden locks
All white will brightly shine,
Then the 5:10 train boys, come in late boys, may work overtime.

When you run a great big factory, you must have the dough,
Mr. Gilmore, heap much big chief, knows that it is so,

The Jobbers to the Waldorf came, from far and near did like,

F. K. Dolbeer said to them, you may go as far as you like.

CHORUS.

Mr. Gilmore, the Committee, did their work up fine,
At the bar on time,
Didn't wait to get a shine,
They set the guests a lively pace,
In booze there was a boom,
Cocktails plenty, then said gently, charge it to the room.

Wilson, Dolbeer, Weber, Pelzer, Walter Miller, too,
Cronkhite, Hird and Len McChesney put up to you;
Shall we list the latest ballad, "Pedro and the Monkey"
Comes your answer, short and heated, "No, that thing is punk."

CHORUS.

Mr. Gilmore, Mr. Gilmore, we're surprised at you,
We thought it would do,
It should sell a few and when you
Found the sales reached fifty-two
Said with a smile so bland,
"It's the worst thing, but the rank thing sells to beat the band."

Among those present, the hosts of Mr. Edison, were the following: William E. Gilmore, president and general manager of the National Phonograph Co. and the executive head of the other Edison companies; Alphonse Westee, secretary; C. H. Wilson, general manager of sales; Frank K. Dolbeer, credit manager of all companies; William Pelzer and John E. Helm, of the legal department; Peter Weber, superintendent; Walter Stevens, manager foreign department; L. C. McChesney, advertising manager; A. T. Moore, manager kinetograph department; William M. Brodie, manager battery department; F. A. Burnham, Jr., sales manager Bates Manufacturing Co.; N. C. Durand, manager commercial department; Walter H. Miller, manager, and W. H. Cronkhite, critic of recording department; J. H. Moran, manager purchasing department; H. F. Miller, cashier; A. M. Hird, order clerk; E. F. Aiken, assistant superintendent; A. C. Iretton, assistant sales manager; C. S. Osborne, assistant credit manager; R. B. Bachman, laboratory superintendent; Fred Ott, assistant to Mr. Edison; H. I. Moyer, engineer of concrete construction; William Bee, manager Edison Storage Battery Co.

A "LIVE" MAN IN A "LIVE" CITY.

(Special to The Talking Machine World.)
Lincoln, Neb., March 6, 1907.

Lincoln, Neb., certainly deserves credit for being one of the fastest and most up-to-date talking machine towns in the West. There are no less than fifteen smart dealers who are all doing big things. The Columbia man, O. J. Junge, is deserving of special mention as being one of the grittiest, most progressive pushers of

Columbia good in the land. He is known throughout Nebraska as the "Talking Machine Man," and is practically responsible for the enormous strides of the talking machine business in that State. He has always got something new in the line of advertising to bring the graphophone to the public's notice.

INFLUENCE, CHARACTER, VALUE.

These Are the Requisites, Which Combined With Circulation, as in The Talking Machine World, Brings Results to the Wide-Awake Advertiser.

In a recent address, J. R. Mix, advertising manager of Scribner's Magazine, thus defined the qualities which give to a periodical advertising value, such a publication, for instance, as The Talking Machine World.

"What gives advertising value to space in a publication? Is it top of outside column, or next reading matter, or any other of the numerous things that advertisers so insistently demand?"

"No, it is none of these things.

"Give me a publication that has influence, power, character; that is what I am after—that is what, as an advertiser, I am buying.

"I am purchasing a share of that power. I am building on that character. I am getting for my wares the confidence that the readers of that publication have in it. I don't care where the make-up man puts my advertisement in that publication. As long as he treats it fairly he cannot deprive me of a share in the influence which it exerts in the community.

"What the advertising agent needs is more honesty of purpose, more wisdom in the selection of mediums, closer study of the real needs of his clients. He needs to ignore any competition based on such a trivial thing as putting an advertisement at the top of outside column, right-hand page.

"Good copy counts for more than the privilege of location; a good selling plan for more than good promises; good judgment for more than any alleged influence.

"The agent must believe in his work, be sincere in his conviction of what is right and proper in the guidance of the advertising campaign submitted to his care.

"There is absolutely no room these days for the agent, or for the advertising man in any capacity, who is not capable of emphasizing that the thing he is selling is an influence as distinct, as tangible, as capable of being measured as an ounce of gold; and the value of which it is just as possible to estimate as is the value of a piece of cloth or twelve ounces of silver."

LOOK AT THIS!

A Record Rack for the home that holds 96 Cylinder Records. Can be retailed for \$3.75 at a good profit to the dealer. Exposes 96 titles to view at one time. Insert the original boxes in the rack and remove the covers—that's all.

Keeps Record Surfaces Always Clean

Box remains in rack when record is withdrawn, weight about 8 lbs., packed solid, takes low freight rate. Can make prompt shipments.

ORIGINAL COTTON LINED RECORD BOX

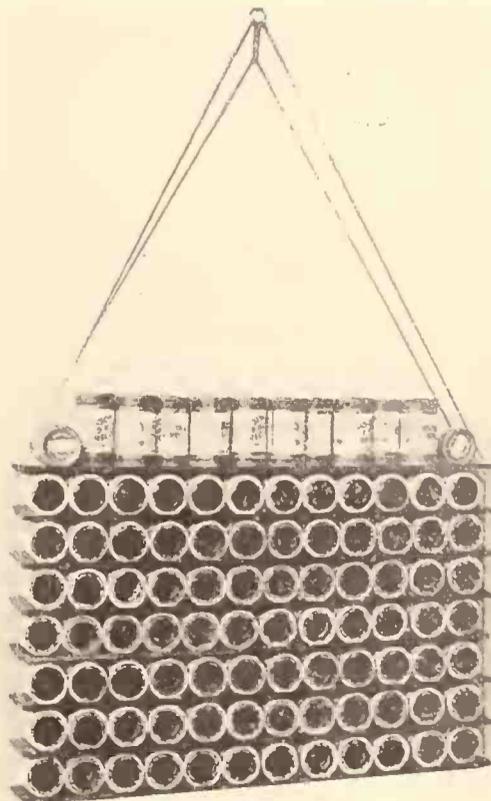
COTTON LINED SHELF BED

Above illustration represents Cross Section of Shelf Bed with Record Box in position and Record partly withdrawn, showing stop bead which prevents box from coming out when record is withdrawn.

Patent Pending.

ADJUSTABLE CASE CO.,

MINNEAPOLIS MINN.



TEXAS PHONOGRAPH CO.

Are a Healthy Concern—Paid Dividend of 12 Per Cent. and Has Cash Surplus of \$12,500.

A meeting of the board of directors of the Texas Phonograph Co., Houston, Texas, was held recently at the office of John G. Tod in the Commercial National Bank building. A report of last year's operations was rendered by President Holleman, who has recently returned from a four weeks' stay at the Edison factory. The following is an extract from the report:

"As president of your corporation, am pleased to report that the past year's operations have been highly successful and profitable. The company was not only able to pay the regular 12 per cent. per annum dividend rate established last year, but also earned a cash surplus amounting to \$12,500, which is equal to 50 per cent. dividend on the \$25,000 capital stock of your corporation. Early in the year 1906 contracts were entered into with The Post and other leading papers of Texas for the conducting of a comprehensive advertising campaign, which met with such enormous success that it became necessary to abandon the advertising on account of the Edison factory being unable to furnish us with an additional quantity of goods above that which we had contracted for in January. We have thus sold every dollar's worth of goods we could possibly obtain from the factory and even now the factory is several thousand machines and over three million records behind in their orders generally. While recently at the factory, however, I arranged for twice the quantity of goods this year that we were able to get last year and feel assured that our progress will not again be hampered by our inability to secure goods from the factory. We now have, thanks be to the virtue of newspaper ink, 250 merchants in Texas whom we supply at wholesale and over 3,000 retail customers, nearly all of whom have been secured through our advertising.

"I desire to express my appreciation of the able support rendered by the officers, directors, stockholders and employes in making the success that has been attained by the Texas Phonograph Co."

After adopting the president's report the resignation of S. H. Womble as secretary and director was accepted, Mr. Womble having been compelled by reason of his health to remove to the mountains of North Carolina, where he has opened a business in the same line and will buy his supplies through us. E. M. Parrish, formerly cashier of the Texas Savings Bank, who is a large stockholder in the corporation, was duly elected secretary and treasurer, and has assumed an active part in the management of the affairs of the corporation at 1019 Capitol avenue. The corporation is to be congratulated upon securing the services of Mr. Parrish. Although he has recently been engaged in the banking business, the mercantile line is not one foreign to him, inasmuch as for several years he followed mercantile pursuit and for a number of years prior to locating in Houston was one of the most prominent and best rated merchants in Nevada, Mo. The acquisition of a gentleman of such sterling qualities as those possessed by Mr. Parrish is certainly one of congratulation for the corporation and he will prove a worthy colleague for Messrs. Holleman and Swanson, who have worked so energetically during the past three years to advance the interests of the Texas Phonograph Co.

It was voted to appropriate the sum of \$8,000 for publicity during the ensuing year, most of which will be used in the daily papers during the fall months, when it has been proven the best results in this line are obtainable from an advertising campaign.

I. C. S. COURSE POPULAR.

The Douglas Phonograph Co. are doing a great business in language courses of the International Correspondence Schools, in which the Edison phonograph is used. In one day recently fifty-three outfits were disposed of, forty-seven

being French. The price of the courses will be advanced \$10 shortly.

EDISONIA CO. "OPENING."

The Handsome Quarters of This Company in Newark Highly Praised by Visitors.

(Special to The Talking Machine World.)

Newark, N. J., March 4, 1907.

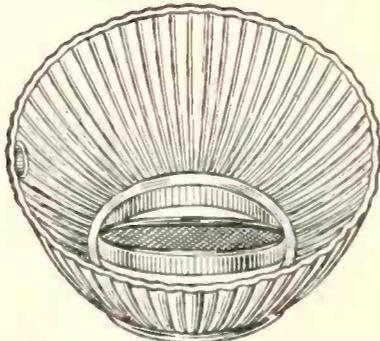
The new quarters of the Edisonia Co., in the Edison Building, 57 Halsey street, were thrown open for the inspection of the public last week, and elicited the highest praise from all visitors.

The new home of one of the oldest phonograph companies incorporated in this State is a commodious three-story building, and no expense was spared in fitting it up. The basement is a stock room, and the first floor a general salesroom. The second floor is divided into a pretty demonstrating parlor, offices, a record room for the Victor records, and the third floor is devoted to storing stock.

Almost every make and style of cabinet and phonograph is on exhibition, from the first invented to the latest \$800 hornless machine. The company started in a small way, and the rapid growth and prosperity are due to business-like management.

In 1893 A. O. Petit, the president of the company, had several machines at Eagle Rock, under a little tent, and from that worked up his business, until the Edisonia Co. is one of the largest phonograph companies in the State. The president is a close friend of Thomas Edison, and upon the opening of the new quarters received a gold-plated "Triumph" phonograph and a mahogany cabinet from the wizard. On a gold plate attached to the gift is inscribed "Presented to A. O. Petit, by Thomas Edison, February 25, 1907."

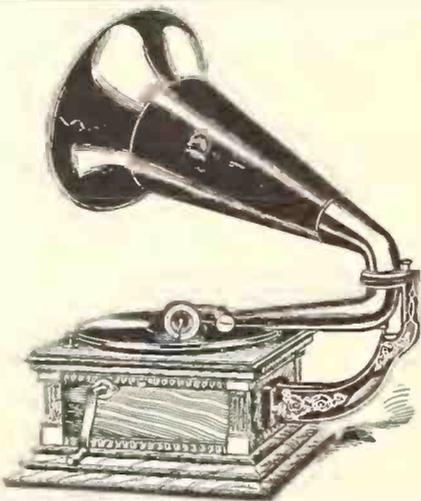
IT OPENS AND SHUTS



The Universal Toner

is the only sound modifier made that is adapted to all styles and makes of Talking Machines or Phonographs, either cylinder or disc, and fits any size or shape of horn. ☐ Gives full volume of sound when shutter is open, grading to soft, mellow tones when closed, and can be regulated while machine is playing. ☐ Will submit sample with price and terms to the dealer. **Retail, \$1.00 Each.**

MELLO-TONE CO., - Springfield, Mass.



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.

THE NEW
Imperial Records

RECORDED IN EUROPE

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

SEND TO-DAY FOR CATALOGUE

LEEDS & CATLIN COMPANY - - **New York**

THE HAPPENINGS OF THE MONTH IN CLEVELAND.

Splendid Reports Regarding Business—Still Difficult to Procure Records—The Leading Dealers Are Enthusiastic Regarding the Increasing Demand for the Better Grade of Machines and Supplies—Moving Picture Theatres Growing Everywhere—Leading Music Critic Speaks Favorably of These Enterprises—Big Order for a Devineau Biophone Co.'s Attachment—A Novel Show Window Gotten Up by Mr. Bourgeois During Automobile Show Week—News of the Month Presents Much That Is Novel and Exceedingly Interesting.

(Special to The Talking Machine World.)
Cleveland, O., March 9, 1907.

The prosperous situation of the talking machine trade noted in January prevailed throughout February, and has continued thus far into March. The favorable conditions under which the new year started out have continued, and jobbers and dealers have all been busy with orders for machines and records. Disappointment is still expressed over the inability to procure from the manufacturers goods with which to fill orders, many of which have been booked for weeks.

The fact is, everything pertaining to the talking machine business in this section is flourishing, and the only complaint heard is a shortage of goods. The expectancy of dealers is that this trouble will soon be overcome, which will add largely to their sales and peace of mind.

One of the busiest men in town these days is H. E. Jones, manager of the Columbia Phonograph Co.'s commercial graphophone department. He has installed a number in offices of the large business houses, and the demand seems to be constantly widening as their merit and convenience are impressed by Mr. Jones' demonstrations of their usefulness.

The Eclipse Musical Co., J. H. Towell, manager, report business excellent, and that the volume of trade in February largely exceeded that of the same month a year ago. "Especially in the wholesale department," said Mr. Towell, "we have lately been crowded with orders of large dimensions, covering the entire line of goods. In both the wholesale and retail departments our trade is constantly increasing. Conditions generally are good, and give promise of continued expansion in the talking machine line."

"I made sales of a large number of machines, including several Victrolas, during the month of February," said W. J. Roberts, Jr., "and you can say business has been and is fine. From the active manner of the March opening of trade it gives promise of an exceptionally large volume of business. The March records are selling well, and calls from the old lists are constant." Mr. Roberts has secured the services of Miss Ryan, the popular young lady formerly in charge of the talking machine department of the Bailey Co.

W. H. Buescher & Son had an excellent run of business during February in their Edison department, as well as Victor. They are also selling large numbers of the Lyra machines, its low price commending it to those unable to invest in the higher priced article. They report the sale of quite a number of the highest priced machines, both Edison and Victor, with good and constant sales of records. Mr. Buescher stated business was keeping up remarkably well.

G. J. Probeck, manager of the Columbia Phonograph Co., with a corps of assistants, is always busy. He said their last month's business was fine, and that it was continuing entirely satisfactory, that they were selling machines every day, and the call for records large and increasing. Mr. Probeck said many of their customers were anxiously waiting for Bonci and Nordica grand opera records, of which the Columbia Co. will have exclusive sale.

Hugh Gulley says he is and has been busy all the time since he started in business, with a constantly increasing clientele. "Our February business was good, and March has opened up in fine shape," said Mr. Gulley. "The new records are taking well, and I find it difficult to keep up the supply, some numbers having already been exhausted." Mr. Gulley has secured the services of Harry L. Tinker, formerly with the Columbia Phonograph Co.

Messrs. Hallet & Davis, who purchased the

business of the Smith & Nixon Piano Co., are closing out the stock of pianos and will vacate the premises soon. They have taken the rooms Nos. 126-128, the Arcade, and will devote the space entirely to the talking machine business. They are fitting up the rooms in elegant style, and with the fine location will have the very best kind of demonstration facilities. The company report the talking machine trade good and growing.

The March Zonophone records are having a good sale, and are the best the Universal Talking Machine Manufacturing Co. have put out. Messrs. Flesheim & Smith, who handle the products of this company, report they are having a fine trade, and that their business is increasing. But for a substantial fire wall a fire next to Flesheim & Smith's a few nights ago would have put them out of business. As it was, they sustained slight damage from smoke.

Messrs. Collister & Sayle, who handle the Victor, report business very good and increasing. The sales of records they pronounce extremely satisfactory, and for the higher grades of music, Mr. Sayle said, they were experiencing considerable difficulty in having their orders filled with any degree of promptness, owing to the enormous demand on the manufacturers.

Several new moving picture theaters have within the past month started up in different parts of the city. One of the most recent is the "Eureka," by George Howald, on Superior avenue, near the Colonial Theater. Exteriorly and interiorly it has been elegantly fitted up, with a seating capacity of 215. It is claimed to be the finest motion picture theater in Cleveland.

The musical accompaniment is a Twentieth Century graphophone.

The Columbia Amusement Co. has sold the slot machines and paraphernalia of three places to P. A. Powers, phonograph dealer, of Buffalo, and they are closing out the business, selling the machines to parties in different locations. Fifteen hundred dollars' worth was sold to parties in St. Louis. It is said bad management forced the Columbia Amusement Co. to make an assignment.

One of the musical critics of the city switched into a moving picture theater the other day, and speaks thus interestingly of his experience: "I was enticed into a place where moving pictures are exploited and was well paid for my curiosity, for I saw a realistic performance of Wagner's 'Parsifal.' It was almost as vivid in its realism as a bona fide theatrical production with living characters. Of course, it was all done in pantomime, but the dramatic action was intelligently explained by a lecturer as the play progressed.

"When to the moving pictures reproduction of the music is adequately added, the opportunities for hearing great artists and becoming conversant with the standard operas means much for our educational progress. In connection with the 'Parsifal' production I heard Schumann-Heink in a Saint-Saens aria from 'Samson and Delilah,' and although the reproduction was hardly a perfect replica of this singer's artistry, it was sufficient to claim artistic attention.

"Imagine the boon to posterity it would be to have in moving picture the immortal Beethoven directing one of his symphonies, and it reproduced by the wonderful phonographic mechanism. Such artistic achievements are quite possible, as well as probable, in the near future. 'Parsifal' and similar moving pictures are but the experiments which portend a future perfection of the art of making ancient history a vivid and living reality."

Charles F. Brush, the inventor of the arc electric light, is having constructed an organ for the new Protestant Episcopal Cathedral, which will be opened at the diocesan convention this

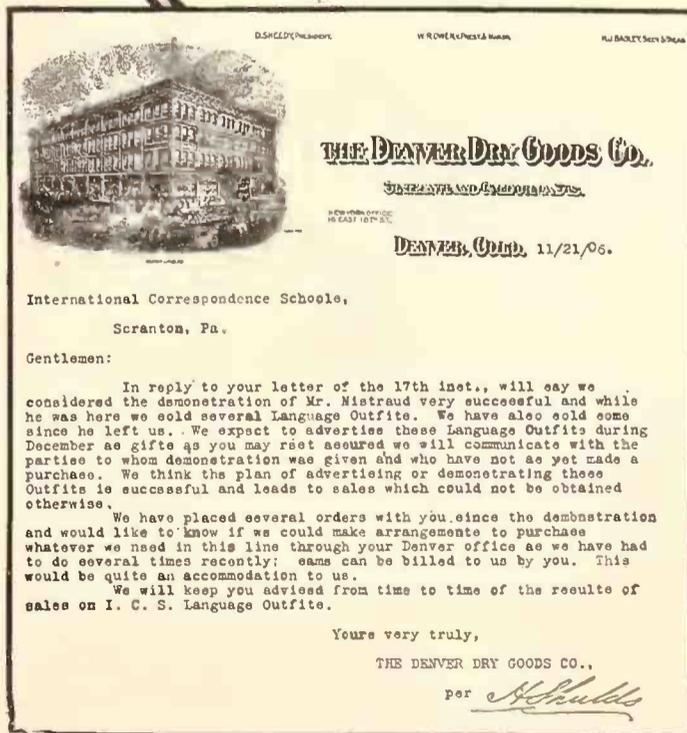
In the Words of Others "Sell I. C. S. Language Outfits"

The best proof that it will pay you to sell I. C. S. Language Outfits comes from the statement of dealers that have tried them. We have published several of these letters before; here is another one from the Denver Dry Goods Co. This is piling up evidence that you are losing profits of from 10 to 30 per cent. on your business if you are not handling these Outfits. The phonograph system is fast becoming recognized as the most perfect way in the world to teach foreign languages.

As a commercial enterprise, the I. C. S. System has always paid dealers well in the past, and it is growing very rapidly. Wouldn't it be a good idea for you to write us today for full particulars of what we can do for you? Let us put our advertising to work for you. It will not only bring you customers for language work, but will increase your regular business. Send us a postal card NOW

International
Correspondence
Schools

SCRANTON, PA.



THE DENVER DRY GOODS CO.
GENERAL AND SPECIALTIES
DENVER, COLO., 11/21/06.

International Correspondence Schools,
Scranton, Pa.

Gentlemen:

In reply to your letter of the 17th inst., will say we considered the demonstration of Mr. Mistrand very successful and while he was here we sold several Language Outfits. We have also sold some since he left us. We expect to advertise these Language Outfits during December as gifts as you may rest assured we will communicate with the parties to whom demonstration was given and who have not as yet made a purchase. We think the plan of advertising or demonstrating these Outfits is successful and leads to sales which could not be obtained otherwise.

We have placed several orders with you since the demonstration and would like to know if we could make arrangements to purchase whatever we need in this line through your Denver office as we have had to do several times recently; same can be billed to us by you. This would be quite an accommodation to us.

We will keep you advised from time to time of the results of sales on I. C. S. Language Outfits.

Yours very truly,
THE DENVER DRY GOODS CO.,
per *A. H. Hulse*

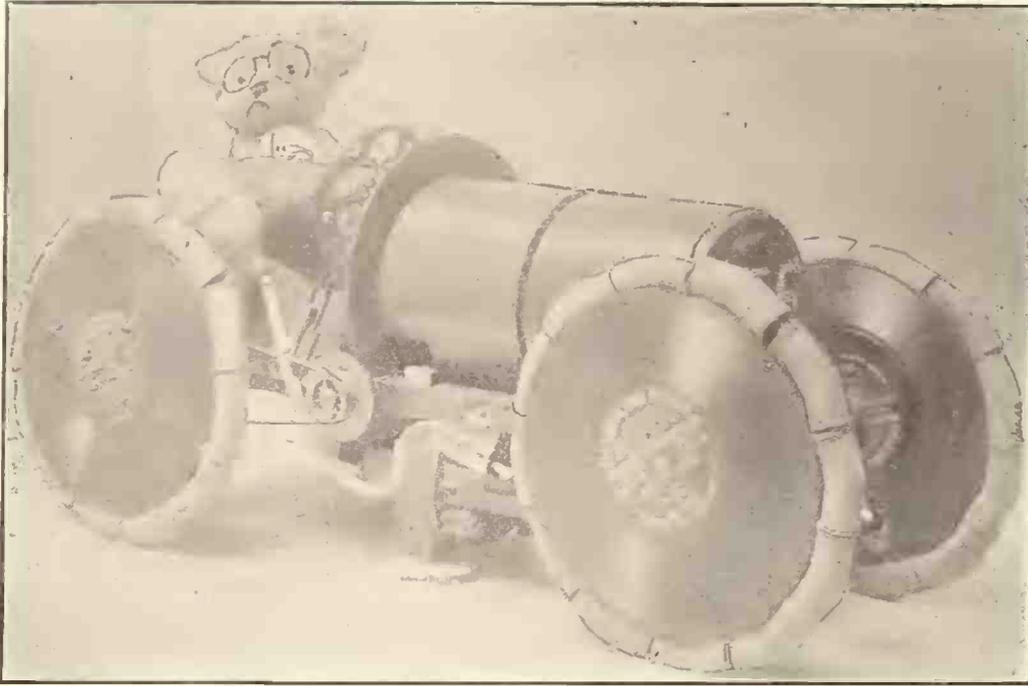
spring. It will cost \$25,000 and will be one of the finest in the State. The organ will be hidden behind a stone partition into which openings similar to windows will be let, and only the keyboard will be visible. Two parts of it will be mounted on the chancel—one on each side. A third section will be mounted near the

vance become more generally known and the value of it is proven a big demand is anticipated. The Wurlitzer Co. are making an extensive demonstration of the attachment, and have sold quite a number.

C. S. Bourgeois, assistant manager of the Columbia Phonograph Co., taking advantage of the

guided by a small Teddy bear, with goggles, made by mica diaphragms held by wire. White cotton spread about the window represented snow, and dirt sprinkled along the hill represented ruts in the road.

A large card in the window notified onlookers that "the automobiles that we make may not be very fast, but our graphophones go so fast that our factory is working overtime to keep up with the demand." Other small cards distributed about the window were interesting, as they described the Columbia graphophone in automobile terms. Among others were the following: "Our motors run good in all kinds of weather. Columbia motors always keep good record time. Columbia graphophone motors need no 'muffler'—they run noiselessly. All speeds on one lever, also a powerful brake. If you have any breakdowns the written guarantee reduces the 'up keep.' Unlike an automobile, a Columbia graphophone is never 'tired.'" A small pile of broken cylinder and disc records was labeled: "Some records which we have broken in the past year." The window, with the auto as a center piece, surrounded by graphophones, records and the facetious cards was a center of attraction, especially to the thousands of automobilists in attendance at the exhibition.



WINDOW DISPLAY GOTTEN UP FOR THE COLUMBIA PHONO CO., BY C. S. BOURGEOIS.

entrance end of the nave. The keyboard will consist of four manuals.

A statute of 1906 makes it a felony to exhibit obscene pictures, and includes "pictures inciting to crime." Under this statute the proprietor of "The American," a moving picture theater, was arrested and fined a few days ago.

The Devineau Biophone Co., of this city, who manufacture an attachment whereby disc records may be played on any style of cabinet cylinder machine, have received an extensive order for the attachment from the Rudolph Wurlitzer Co., of Cincinnati, and as the merits of the contri-

recent automobile exhibition in this city, arranged a very clever show window with a "choo-choo" vehicle as its motif. The small auto was made up entirely of graphophone parts and records. The wheels were 7-inch disc records, around which were fastened rubber horn connections, representing tires. The bonnet was two grand cylinder records placed end to end. Side driving sprockets and chain were small pulleys and belts. The dashboard half of a 7-inch record. Gears, axles, cranks, etc., completed the machine, as shown in the photograph.

The little auto was shown going up a hill.

BLACKMAN'S NEW DEALER'S PRICE LIST.

The Blackman Talking Machine Co., 97 Chambers street, New York, have just issued a very complete dealer's price list, in effect March 15. It is printed in a form that makes it very convenient for dealers to order goods, as both the retail and wholesale prices are quoted on Edison and Victor goods. The cover is a "warm red." Mr. Blackman says there will be no trouble in finding this price list among the ordinary pile of papers on most desks. Any talking machine dealer, who sends in a request on one of his business letter-heads, will receive a copy of this price list, as well as other information regarding the Blackman specialties.

¶ We have increased our facilities to meet the increasing demand for

The New Rapke Collapsible Horn and Crane

¶ Our new factory has been opened and from now on all orders will receive prompt attention.

We Do Not
Sell to
Dealers
Direct



¶ All orders for **Rapke Horns** and **Cranes** are handled through jobbers only. Ask your jobber about **Rapke Specialties**. They will increase your business.

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

LATEST NOTES FROM SAINTLY CITY.

Rapid Increase of Talking Machine Trade—Conroy Piano Co.'s Improvements—Big Columbia Business—Balmer & Weber Co.'s Department Open—F. K. Dolbeer a Visitor—William Woodward with Columbia Co.

(Special to The Talking Machine World.)
St. Louis, Mo., March 11, 1907.

Trade reports for the past month indicate that the talking machine business is increasing rapidly. An average of 25 per cent. increase for the month over the same period last year is reported by the dealers, and they are all decidedly enthusiastic over present conditions. There is a very large shortage of records, and some numbers are very hard to get. High-priced instruments and supplies have the call, and every concern here is participating in the demand for this class of goods.

P. E. Conroy, president of the Conroy Piano Co., states that their talking machine business is very brisk, and that it is away ahead for the first two months of this year compared with last year. He also states that they have opened a large number of new accounts during the last few weeks. This concern is having their talking machine department on the third floor altered, and when completed it will have room for 30,000 records. They fully comprehend the possibilities of the business, and are anticipating things in many directions. P. E. Conroy is one of the brainy, progressive men of this industry.

Manager Ramsdell, of the St. Louis Talking Machine Co., makes very favorable reports of business for several weeks past, and states there was a large increase for February over the same month a year ago. Their high-priced instruments are selling particularly well, and the wholesale trade is very large.

T. P. Clancy, manager of the Columbia Phonograph Co., reports trade for February and the early week of March to have been about 25 per cent. better than for the same period a year ago. The call is for the best class of instruments. They are having great difficulty in getting records. W. S. Byrd, traveler for this company, is now on a two months' trip through the West. Columbia visitors here recently were: G. M. Lyle, general manager Columbia Phonograph Co., and W. C. Fuhri, district manager, of Chicago.

F. K. Dolbeer, manager credit department of the National Phonograph Co., was a recent visitor here.

The Balmer & Weber Music Co. have opened their talking machine department on the third floor of their building and C. A. Cale, vice-president of the concern is giving it his personal supervision. They handle both the Edison and Victor lines. A feature of their opening was the sale of a \$200 Victrola, and they have sold several since.

The Silverstone Talking Machine Co., who handle the Edison, Columbia and Victor lines, report an excellent trade, but are having trouble getting records.

Anthony Roose, credit man for the Columbia Phonograph Co., of Pittsburg, spent one day here recently.

William Woodward, who has been with the Conroy Piano Co.'s talking machine department for the past six years, has accepted a position as floor manager with the Columbia Phonograph Co.

Manager S. R. Brewer, of the talking machine department of the Thiebes-Stierlin Music Co., reports a fine trade in his department, and especially for high-class instruments. H. L. Brewer has been added as an assistant to S. R. Brewer in this department.

The Koerber-Brenner Music Co. report a very active demand for talking machines in their wholesale department.

E. B. Walthall, manager of the talking machine department of the O. K. Houck Piano Co., reports a splendid retail trade, but a great shortage on records. This concern will move from the third floor to the first floor about April, and their new quarters will be as fine as skill and art can make them.

The H. A. Phipps Piano Co. have a handsome talking machine department in the basement of their store, and are handling the full Victor line with good success.

HAYWARD CLEVELAND PROMOTED

By Manager Dorian—Becomes Superintendent of Stores—Recognition of a Hard and Faithful Worker.

Following the leasing by the Columbia Phonograph Co. of large central quarters at 35-37 West 23d street, New York, John H. Dorian, manager of the wholesale department, at 353 Broadway, announces the promotion of Hayward Cleveland, who for many years has been the manager of



HAYWARD CLEVELAND.

their retail department, at 872 Broadway, in the following circular letter sent out to the trade:

"To our Managers and Department Heads—Anticipating the consolidation of Branch A with this office, Mr. Hayward Cleveland, the dean of the New York managerial staff, has been appointed superintendent of stores in the local field, and will shortly take up with you in person the best methods to be adopted to carry out the purpose of making the New York organiza-

tion the best local organization in the service. I am sure I need not bespeak for Mr. Cleveland your heartiest co-operation, as I have long been impressed with the feeling that the attainment of this object is no dearer to my own heart than to that of every manager and department head in our splendid organization. Mr. Cleveland's special field will be the devising of methods and the improvement of conditions affecting the cleanliness and attractiveness of window, stock and general store display; reduction of stock while increasing sales, and elimination of second-hand and dead stock from our stock problem; best methods of securing and preserving sound accounts, and of improving our collection showing and our cash business, and best methods of getting and holding custom at the least expense. While his duties will be specially in the lines indicated, however, the scope of his work will be extended as occasion may require, and managers and department heads are urged to consult with him freely, and co-operate with him to the fullest possible extent in everything pertaining to the development of the business in this territory. No rules now in effect will be changed, except by the writer; but all suggestions for the improvement of local conditions that do not involve a change from already established rules are to be received as coming from me."

A FEW NOTES ON THE WING.

(Special to The Talking Machine World.)
Omaha, Neb., March 5, 1907.

The Omaha Cycle Co. have sold out their retail department and are running nothing but a jobbing business, with splendid results. The Nebraska Cycle Co., on 15th street, report everything humming in their wholesale and retail talking machine line.

In the great popular demonstrations held in London, England, in connection with the municipal contest in that city, the talking machine has been much in evidence. In the parade of Feb. 23, which was over a mile long, there were over fifty "talkers" in line, which ground, or is it "sung," out fervid comments upon "wastrels" for the delectation of the great crowds along the route.



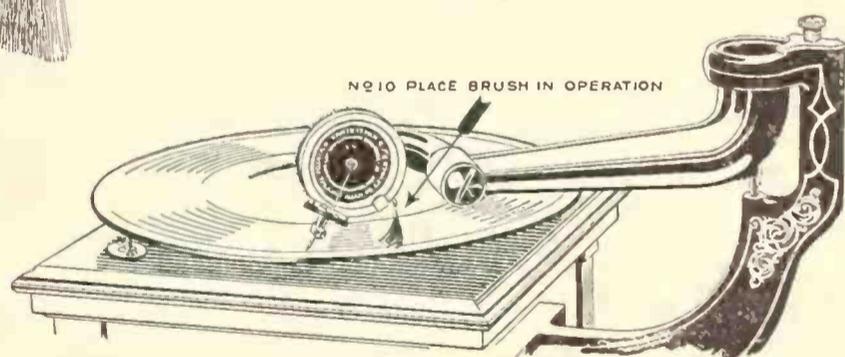
THE PLACE
No. 10

Disk Record Brush

FOR VICTOR EXHIBITION SOUND BOX

PATENTED SEPT. 25TH AND OCT. 20, 1906. OTHER PATENTS PENDING

PRICE, 25 CENTS



NO 10 PLACE BRUSH IN OPERATION

PRESERVES THE LIFE OF DISK RECORDS

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

NOTE.—BIG PROFITS HERE FOR BOTH DEALER AND JOBBER AND FREE ADVERTISING MATTER. WRITE NOW

MANUFACTURED BY

Blackman Talking Machine Co.

97 CHAMBERS STREET, NEW YORK

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., March 6, 1907.

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

FEBRUARY 4.

Berlin, 105 pkgs., \$2,670; Bombay, 56 pkgs., \$1,468; Buenos Ayres, 24 pkgs., \$1,200; 5 pkgs., \$191; 100 pkgs., \$1,375; 23 pkgs., \$2,898; Cardiff, 41 pkgs., \$307; 40 pkgs., \$258; Cartagena, 2 pkgs., \$178; Hamburg, 10 pkgs., \$1.75; Havana, 6 pkgs., \$276; Havre, 15 pkgs., \$387; La Guayra, 20 pkgs., \$875; Leeds, 37 pkgs., \$232; 35 pkgs., \$215; Lisbon, 2 pkgs., \$100; 1 pkg., \$100; Liverpool, 119 pkgs., \$733; 165 pkgs., \$1,304; London, 106 pkgs., \$2,667; 665 pkgs., \$13,740; 6 pkgs., \$312; Manchester, 12 pkgs., \$109; 18 pkgs., \$210; Manila, 27 pkgs., \$2,330; Mazatlan, 1 pkg., \$120; Mexico, 6 pkgs., \$609; Milan, 7 pkgs., \$193; Montevideo, 24 pkgs., \$1,861; Rio de Janeiro, 3 pkgs., \$186; Santiago, 3 pkgs., \$116; Southampton, 70 pkgs., \$2,824; St. Petersburg, 12 pkgs., \$806; Sydney, 1,529 pkgs., \$14,522; Talcahuano, 11 pkgs., \$1,244; Yokohama, 188 pkgs., \$9,714.

FEBRUARY 11.

Acajutla, 4 pkgs., \$287; Bangkok, 4 pkgs., \$287; Berlin, 167 pkgs., \$1,734; Bombay, 16 pkgs., \$281; Bremen, 1 pkg., \$100; Brussels, 176 pkgs., \$1,251; Callao, 6 pkgs., \$574; Colon, 8 pkgs., \$367; Glasgow, 8 pkgs., \$237; Guayaquil, 6 pkgs., \$253; Hamburg, 20 pkgs., \$717; Havana, 24 pkgs., \$323; 389 pkgs., \$8,806; Havre, 12 pkgs., \$12,000; Kobe, 51 pkgs., \$2,434; Lisbon, 3 pkgs., \$107; Mauila, 9 pkgs., \$285; Matanzas, 22 pkgs., \$172; Montevideo, 9 pkgs., \$244; Rosario, 33 pkgs., \$1,469; St. Petersburg, 68 pkgs., \$3,804; Vienna, 18 pkgs., \$505.

FEBRUARY 18.

Adelaide, 5 pkgs., \$136; Auckland, 8 pkgs., \$267; Berlin, 133 pkgs., \$2,880; Bombay, 4 pkgs., \$196; Capetown, 7 pkgs., \$75; 2 pkgs., \$105; Cardiff, 5 pkgs., \$244; Genoa, 3 pkgs., \$246; Glasgow, 27 pkgs., \$1,776; Guayaquil, 2 pkgs., \$100; Havana, 13 pkgs., \$802; La Guayra, 7 pkgs., \$756; Leonka (Fiji Islands), 5 pkgs., \$140; Liverpool, 35 pkgs., \$215; London, 1 pkg., \$207; 335 pkgs., \$11,850; 5 pkgs., \$203; Panama, 4 pkgs., \$275; Rio de Janeiro, 9 pkgs., \$548; St. Johns, 10 pkgs., \$248; Shanghai, 10 pkgs., \$502; Vienna, 16 pkgs., \$680.

FEBRUARY 25.

Antwerp, 2 pkgs., \$114; Auckland, 48 pkgs., \$897; Berlin, 18 pkgs., \$276; Buenos Ayres, 17 pkgs., \$2,651; Cairo, 5 pkgs., \$225; Callao, 9 pkgs., \$1,165; Havana, 9 pkgs., \$394; 35 pkgs., \$1,287; Havre, 21 pkgs., \$1,033; Jacmel, 5 pkgs., \$158; Liverpool, 6 pkgs., \$450; London, 137 pkgs., \$5,591; Milan, 11 pkgs., \$719; Nuevitas, 3 pkgs., \$145; Para, 14 pkgs., \$480; Santa Marta, 4 pkgs., \$340; St. Petersburg, 15 pkgs., \$593; Soerabaya, 3 pkgs., \$312; Sydney, 258 pkgs., \$6,634; 5 pkgs., \$190; Vera Cruz, 2 pkgs., \$199; Vienna, 24 pkgs., \$723.

MARCH 4.

Bangkok, 12 pkgs., \$1,140; Bergen, 155 pkgs., \$5,032; Brussels, 175 pkgs., \$1,245; Buenos Ayres, 11 pkgs., \$950; Callao, 3 pkgs., \$100; Colombia, 3 pkgs., \$134; Glasgow, 4 pkgs., \$271; Havana, 18 pkgs., \$515; 30 pkgs., \$1,802; Havre, 11 pkgs., \$646; La Guayra, 5 pkgs., \$435; Liverpool, 6 pkgs., \$182; London, 33 8pkgs., \$5,094; 327 pkgs., \$8,960; 29 pkgs., \$1,039; Leipzig, 2 pkgs., \$105; Manchester, 20 pkgs., \$104; Manila, 3 pkgs., \$100; Milan, 14 pkgs., \$471; 20 pkgs., \$773; Santos, 38 pkgs., \$5,413; Shanghai, 10 pkgs., \$302; Singapore, 11 pkgs., \$630; Surinam, 2 pkgs., \$197; Tampico, 3 pkgs., \$162; 16 pkgs., \$420; Trinidad, 9 pkgs., \$160; Valparaiso, 2 pkgs., \$111; 22 pkgs., \$1,935; Vera Cruz, 3 pkgs., \$117; Vienna, 14 pkgs., \$159; Yokohama, 273 pkgs., \$13,971.

AFTER THE PIANO DEALER.

The Talking Machine Companies Are Making a Strong Effort in This Direction.

The piano dealer is often urged to install a line of talking machines, and it is truthfully stated that many idle moments between piano sales may be turned to profit by pushing talking machines and records. The salesmen can sell talking machines as well as pianos, and therefore the only extra employe needed in the beginning would be a stock clerk to keep the records in order, and in most instances he could also handle the shipping end. When the talker business grows beyond the capacity of the available space and taxes the energies too severely, as is often the case, then the dealer is in a position to conduct his talking machine department as an independent venture with separate quarters and sales staff.

The talking machine jobbers have always realized what a wide field is to be found in the piano houses, and with a number of conservative houses in that line handling talkers successfully the jobbers are redoubling their efforts to install a line of machines and records wherever possible.

The Victor Distributing & Export Co. have,

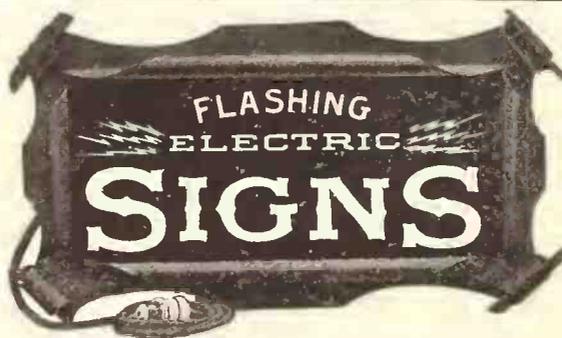
in fact, circularized the piano trade in their field very extensively, some of the matter being as follows:

"The Victor talking machines and records are recognized by the music trade as a distinctive 'musical instrument,' and are to-day a very necessary part of their stock, and an important factor in the profits of the business.

"If you have not placed the line, will ask your very earliest consideration of doing so, as we simply wish to appeal to you on the money there is in it. In the line of money makers, they have no peer. They rank in a class by themselves, as the profit only starts with the sale of the machine. What appeals to all business men is the absolute protection in price which assures them of a very large profit. As the means of drawing trade to your place of business, they admit of no comparison with any line of merchandise.

"If you are interested in making money, we would be pleased to submit our \$500 proposition which would entitle you to the very best discount given by the Victor Talking Machine Co.

The establishment of T. Edens Osborne, the prominent talking machine factor of Belfast, Ireland, was the subject of an extensive article in The Nomad's Weekly of that city recently, and the hustling T. Edens himself was not forgotten.



Attract Attention 24 Hours A Day

Artistic-Reliable-Inexpensive

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

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

DAY SIGN

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

A Sure Trade Puller at Night

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

The Most Inexpensive Automatic Flasher on the Market

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

THE THERMO-ELECTRIC LIGHTING CO.

Sign Dept. E.

106 PARK STREET, NEW HAVEN, CONN.

When Aladdin Rubbed His Lamp

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

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

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

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

Broadway and Liberty Streets,

New York City.



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

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

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



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

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

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

BUEGELEISEN & JACOBSON

113-115 University Place
Corner 13th Street NEW YORK

NO SPECIAL REGULATION

For Talking Machines to be Used by the Commissioners of the District of Columbia.

(Special to The Talking Machine World.)

Washington, D. C., March 4, 1907.

The Commissioners of the District of Columbia will not promulgate any regulation prohibiting the use of talking machines on the streets and in public places in and around the city of Washington. Hon. Henry L. West, one of the three members of the Board of District Commissioners, framed a proposed municipal ordinance of this character after receiving complaints to the effect that some lovers of these instruments had annoyed their neighbors with music and twelve days ago a public hearing was granted. Rear Admiral George W. Baird, president of the Board of Education, was one of those who took the lead in opposition to the public use of talkers near certain school buildings. The hearing indicated that the music machines were more attractive to the children as well as to numerous adults than the public school system of the city. The talking machine interests were represented at the hearing by Paul H. Cromelin, of New York, who made a very favorable impression upon the Commissioners by his argument at the recent hearing. It was pointed out to the Commissioners that it would not be exactly fair to enact a sweeping "Blue Law" against the music machines just because there might be some abuses in their use just as there are other abuses in every municipality growing out of lack of moderation in certain directions.

The Commissioners took the matter under advisement, and referred the legal aspects of the subject to the Corporation Counsel, who reported that, in his judgment, there was no crying need for the enactment of any new ordinance in the direction suggested. The corporation counsel pointed out there is already in existence a general "peace and order," sometimes termed a "general nuisance," statute in the District, which, in his opinion, would reach any of the alleged abuses if good and sufficient grounds existed for complaint. The Commissioners were informed that under this statute complaint could be made by any one who will go into the police court and swear out a warrant alleging that some specific instance of the use of a talking machine may be an abuse and that upon the basis of such warrants the cases can be taken into the police court, where the abuse must be proven to the satisfaction of the judge, the whole question as to whether there has been a violation of the peace and order status being left to the court for decision.

When the Commissioners received this opinion from their official counsel they decided to abandon the promulgation of the proposed ordinance and to leave the matter to the courts under existing regulations. In the vicinity of Lincoln Park northeast it would perhaps be very difficult to obtain a complaint. Last summer a proprietor of a small store fronting a park in that neighborhood used a large talker to attract trade. He played the latest tunes for about an hour every evening. The innovation was regarded as a daily summer evening concert and attracted many persons to the vicinity of the park every evening. There was no complaint made by the residents of the neighborhood where the improvised talking machine concerts took the place of the military band concerts granted residents of other sections of the city.

The Commissioners were told in connection with the suggestion of their proposed ordinance that Washington would be ridiculed and cartooned all over the country as a "jay" town if such an ordinance were adopted. There is no doubt that there are misanthropes here as elsewhere who would be glad to have even the public band concerts of the summer evenings stopped in the public squares, and while thousands of citizens have been working for years to obtain these concerts, and only several years ago induced the military authorities to consent to the donation of their post bands for the purpose, it

is contended that it would be just as sensible to enact a sweeping ordinance against public band concerts as against the public use of talking machines where there is no abuse associated with the latter.

THE STAR RECORD

Is Now Being Placed on the Market by Hawthorne & Sheble Mfg. Co.—Carrying a Stock of Over 300 Selections.

The talking machine trade will receive a pleasant surprise, when they read the advertisement elsewhere in this issue of the well-known firm of Hawthorne & Sheble Mfg. Co., relative to their Star Record. The trade mark of "H. & S.," which represents "high standard" and excellence, will give added interest to the record business. Great preparations have been made to market the new product. Storage capacity for over half a million records has been prepared, and it will be their aim to keep in stock for immediate delivery every selection in their catalogue. They start business with about 300 of their latest and best selections, including bands, orchestra and instrumentals. List price of the 10-inch record will be 60 cents, and the dealer and jobber will be required to adhere strictly to established prices. Catalogues and terms to the trade can be procured by addressing the firm.

AUXETOPHONES SELLING WELL.

Despite the high price, \$500, the Victor Distributing & Export Co., of New York, have placed a large number of Victor Auxetophones, many dealers buying them for use in their own stores, the advertisement being well worth the cost, owing to the great amount of attention attracted. Hahne & Co., the big department store, of Newark, N. J., have, in fact, replaced their band with an auxetophone for giving daily concerts, and the result has proven very satisfactory both to the firm and their customers. In one week recently the Victor Distributing & Export Co. disposed of five auxetophones, which, in view of their high price, is certainly a showing.

REGINA CO. EXPANSION.

The Regina Co., of 41 Union Square, have been greatly enlarging their wholesale talking machine department. This has been made necessary by the additional stock placed on their shelves since they became Edison jobbers. Among the changes has been the addition of a number of new disc record racks of a rather novel design, each partition being large enough to hold over a dozen records. It is their intention to carry a complete line of both Victor and Edison records, and a sufficient number of each so that they can take care of all orders that may be placed with them. This end of their business under the management of Charles C. Collier has steadily grown until it has assumed proportions that are far beyond their anticipations.

MR. DEALER

After the month of March the Phonograph business begins to slacken up. Now don't go to sleep, but write us, we can tell you how to do just as much business in Summer as you do in the Winter.

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COLUMBIA CO. WIN OUT

In Suit Brought Against Louisiana Purchase Exposition Authorities by Victor Co. to Set Aside the Award of Grand Prize Given Columbia Phonograph Co.

(Special to The Talking Machine World.)
St. Louis Mo., March 4, 1907.

The Victor Talking Machine Co. lost their injunction suit against the Louisiana Purchase Exposition Co., by which they sought to set aside the award of a grand prize to the Columbia Phonograph Co. and the American Graphophone Co. by a decision of Judge Amidon, handed down on February 19 in the United States Circuit Court. The court sustained a demurrer to the plaintiff's amended bill on the presentation

of the evidence to show that the Victor machines were awarded a grand prize at the World's Fair, and were trying to prevent a similar prize going to the rival companies.

"The complainants got all they asked for," said the court, "and they can't complain if a rival company was treated nicely." The Victor Co. alleged that the jury of awards was influenced by misrepresentation in deciding on the prizes.

PETMECKY NEEDLES IN GREAT DEMAND.

Reports for the year of 1906 show that the sales of the Petmecky Multi-tone Needles increased over 500 per cent. during that year and the manufacturers, the Petmecky Co., of Kansas City, Mo., expect to equal that record during the

current year. The Petmecky Multi-tone Needle enables owners of disc machines to reproduce a record with any desired volume of tone, doing away with the necessity of keeping a supply of different needles for various records. With a Petmecky needle a loud tone is produced through the flat part facing the record, and a low tone results from the use of the sharp edge. Being self-sharpening, it is claimed that the Petmecky needle will play ten records.

The Victor "wood" horn is much in favor with buyers of the \$100 Victor. It is supplied in mahogany or oak, cross-banded and beautifully finished, to match both machine and cabinet, and its tone qualities are highly commended. The horn, which in design and construction is patented, is also sold as an "extra."



For a Powerful Organ-like Tone the New

M. Hohner "TRUMPET CALL" Harmonica

Surpasses any mouth-organ that has ever been placed on the market.

No. 220. This instrument which has lately been offered to the trade is endowed with a phenomenal amount of tone power. The reeds are directly connected with a wooden sound-box, into which the tone passes, and finds an outlet through five Brass Trumpet Horns which protrude from the box. No Harmonica of this kind has ever been shown to the trade before, nor is there any which increases the tone so wonderfully. In the hands of an expert player this instrument can be made to sound like a church organ. In producing this instrument the house of Hohner has again shown great results from its constant effort to bring the Harmonica on the level with a high-class musical instrument. The mouth-organ has 10 double holes, 40 reeds, brass plates and is full concert.

M. HOHNER, 475 Broadway, NEW YORK

76 York Street, Toronto, Canada

RECORD BULLETINS FOR APRIL, 1907.

NEW COLUMBIA 10-INCH DISC RECORDS.

- 3568 I Don't Like Your Family (Jos. E. Howard).....TENOR SOLO, ORCH. ACCOMP. Billy Murray
- 3588 I Just Can't Make My Eyes Behave (Cobb and Edwards).....SOPRANO SOLO, ORCH. ACCOMP. Miss Ada Jones
- 3589 Whistle It (Henry Blossom and Victor Herbert).....VOCAL TRIO, ORCH. ACCOMP. Miss Ada Jones, Billy Murray and Frank C. Stanley
- 3590 Because You're You (Henry Blossom and Victor Herbert).....SOPRANO AND BARITONE DUET, ORCH. ACCOMP. Miss Stevenson and Mr. Stanley
- 3591 Chicken Chowder—Two-Step (Ireneu Giblin).....BANJO, MANDOLIN AND HARP/GUITAR TRIO. Osman-Dudley Trio
- 3592 I'm Keeping My Love Lamp Burning for You (Billy Johnson).....BARITONE AND TENOR DUET, ORCH. ACCOMP. Collins and Harlan
- 3593 Fare Thee! On Ma' Way! Jes' Gone! (J. A. Shipp).....BARITONE SOLO, ORCH. ACCOMP. Bert Williams
- 3594 In the Gloaming (Annie F. Harrisou).....BARITONE SOLO, ORCH. ACCOMP. George Alexander
- 3595 If that Place Called Heaven Was Mine (Herbert Spencer).....BARITONE SOLO, ORCH. ACCOMP. Arthur Collins
- 3596 Night Time—Waltz Song (George M. Cohan).....BARITONE SOLO, ORCH. ACCOMP. J. W. Myers
- 3597 I've Got a Vacant Room for You (Williams and Van Alstyne).....BARITONE SOLO, ORCH. ACCOMP. Bob Roberts
- 3598 When the Snow Birds Cross the Valley (Monroe H. Rosenfeld).....TENOR SOLO, ORCH. ACCOMP. Frank C. Stanley
- 3599 Honora Doolin (Ted Snyder).....TENOR SOLO, ORCH. ACCOMP. Billy Murray
- 3600 You Can Have Broadway (George M. Cohan).....UNCLE JOSH WEATHERSBY'S LAUGHING STORY. Billy Murray
- 3601 Uncle Josh and the Labor Union (Cal Stewart).....TENOR SOLO, ORCH. ACCOMP. Cal Stewart
- 3602 The Dream of the Rarebit Fiend (T. Thurban).....TENOR SOLO, ORCH. ACCOMP. Prince's Military Band
- 3603 Won't You Come Over to My House (Egbert Van Alstyne).....TENOR SOLO, ORCH. ACCOMP. Henry Burr
- 3528 The Bride's Trousseau—Mazurka (La Canastilla de Boda) (Genaro Codina).....Banda Espanola
- 3608 Seville—Boston No. 10 (H. D. Raument).....Banda Espanola
- 3629 Fraternity—Military March (Confraternidad—Marcha Militar) (Angel Villaldo).....Banda Espanola

NEW COLUMBIA 12-INCH DISC RECORDS.

- 30056 Just for To-night (Frauk O. French).....BARITONE AND TENOR DUET, ORCH. ACCOMP. Anthony and Harrison
- 30057 Will There be Any Stars in My Crown? (J. R. Swener).....BARITONE AND TENOR DUET, ORCH. ACCOMP. Anthony and Harrison
- 30058 Work for the Night is Coming (L. Mason).....TENOR SOLO, ORGAN ACCOMP. Henry Burr
- 30059 Home, Sweet Home (John Howard Payne).....CONTRALTO SOLO, ORCH. ACCOMP. Mrs. A. Stewart Holt
- 30060 La Marseillaise (Rouget De L'Isle).....BARITONE SOLO IN FRENCH, ORCH. ACCOMP. Victor Occellier

NEW COLUMBIA X P (CYL.) RECORDS.

- 33098 Because You're You (Henry Blossom and Victor Herbert).....SOPRANO AND BARITONE DUET, ORCH. ACCOMP. Miss Stevenson and Mr. Stanley
- 33099 Whistle It (Henry Blossom and Victor Herbert).....VOCAL TRIO, ORCH. ACCOMP. Miss Ada Jones, Billy Murray and Frank Stanley
- 33100 My Mariuccia Medley, Introducing "My Mariuccia" (Take a Steamboat); "A Lemon in the Garden of Love"; "Do, Re, Mi, Fa, Sol, La, Si, Do" (with bell solo); "The Bullfrog and the Coon"; "When Tommy Atkins Marries Dolly Gray".....TENOR SOLO, ORCH. ACCOMP. Prince's Military Band
- 33101 The Dream of the Rarebit Fiend (T. Thurban).....TENOR SOLO, ORCH. ACCOMP. Prince's Military Band
- 33102 The Golden West March (F. H. Loser).....TENOR SOLO, ORCH. ACCOMP. Prince's Military Band
- 33103 Dance California (G. W. Gregory).....PICCOLO SOLO, ORCH. ACCOMP. Marshall Lufsky
- 33104 San Antonio.....SOLO BY BILLY MURRAY, ORCH. ACCOMP. The Rambler Minstrel Company
- 33105 Bake Dat Chicken Pie (Frank Dumont).....BARITONE AND TENOR DUET, ORCH. ACCOMP. Collins and Harlan
- 33106 Eeny, Meeny, Miny, Mo (As played by two dark folks) (Bert Fitzgibbon).....BARITONE SOLO, ORCH. ACCOMP. Arthur Collins
- 33107 If Anybody Wants to Meet a Jonah, Shake Hands With Me (Harry Hoyt).....BARITONE SOLO, ORCH. ACCOMP. Arthur Collins
- 33108 From Greenland's Icy Mountains (Dr. Lowell Mason).....BARITONE SOLO, ORCH. ACCOMP. Charles Gordon
- 33109 Sailors' Song (Tito Mattei).....BARITONE SOLO, ORCH. ACCOMP. Charles Gordon
- 33110 Do, Re, Mi, Fa, Sol, La, Si, Do (Cabill and Burt).....BARITONE SOLO, ORCH. ACCOMP. Bob Roberts
- 33111 The Tale the Church Bell Tolloed (Egbert Van Alstyne).....TENOR SOLO, ORGAN ACCOMP. Frank C. Stanley
- 33112 Work for the Night is Coming (L. Mason).....TENOR SOLO, ORCH. ACCOMP. Henry Burr
- 33113 Ida-Ho (A song of the plains) (Andrew Sterling and Harry Von Tlizer).....TENOR SOLO, ORCH. ACCOMP. Billy Murray

- 33114 VAUDEVILLE SPECIALTY, ORCH. ACCOMP. Rudolph and Rosie at the Roller Rink (Len Spencer).....Miss Ada Jones and Mr. Len Spencer
- 33115 Pedro, the Haud Organ Man (Len Spencer).....TALKING RECORD. Len Spencer and Steve Porter
- 33116 Uncle Josh Weathersby's Visit to New York (Cal Stewart).....LAUGHING STORY. Cal Stewart
- 37287 Marche Hongroise.....London Military Band

NEW COLUMBIA B. C. (CYL.) RECORDS.

- 85109 BANJO, MANDOLIN AND HARP/GUITAR TRIO. Panama Rag—Two-Step (C. Seymour).....Osman-Dudley Trio
- 85110 My Kickapoo Queen.....The Rambler Minstrel Company
- 85111 A Meeting of the Hen Roost Cluh (Cal Stewart).....VOCAL QUARTETTE, MALE VOICES, UNACCOMP. The Columbia Quartette
- 85112 Just for To-night (Frauk O. French).....BARITONE AND TENOR DUET, ORCH. ACCOMP. Anthony and Harrison
- 85113 Holy, Holy, Holy, Lord God Almighty (J. B. Dykes).....BARITONE SOLO, ORGAN ACCOMP. George Alexander
- 85114 Any Old Time at All (W. Jerome and Jean Schwartz).....BARITONE SOLO, ORCH. ACCOMP. Arthur Collins
- 85115 The Land League Band—Marching song (J. W. Kelly).....BARITONE SOLO, ORCH. ACCOMP. J. W. Myers

NEW EDISON GOLD MOULDED RECORDS.

- Edison Gold Moulded Records are made only in Standard Size. Both Standard and Concert Records may be ordered from this list. Order by number, not title. If Concert Records are wanted, give the number and letter C.
- 9506 Gambirinus Polka (Bial).....Edison Concert Band
 - 9507 Let It Alone (Williams).....Ada Jones
 - 9508 Captain Baby Bunting (Helf).....B. G. Harlan
 - 9509 Angel's Serenade (Braga-Hasselmann) A harp solo.....Charles Schuetze
 - 9510 Farewell Killarney (Edwards).....Irving Gillette
 - 9511 The Precious Name (Doane).....The well-known gospel hymn. Edison Mixed Quartette
 - 9512 If Anybody Wants to Meet a Jonah, Shake Hands With Me (Hoyt).....Arthur Collins
 - 9513 National Fencibles March (Sousa).....Edison Military Band
 - 9514 Far Away (Richmond).....A beautiful ballad. Harry Anthour
 - 9515 When Bob White is Whistling in the Meadow (Rosenfeld).....Harlan and Stanley
 - 9516 If You Want to Pick a Fuss, Wait 'Till the Sun Shines (Furth).....Bob Roberts
 - 9517 The Silvery Brook Waltz (Braham).....Edison Symphony Orchestra
 - 9518 That's What the Rose Said to Me (Edwards).....Louise Le Baron
 - 9519 My Kickapoo Queen (Reed).....A coon song, sung as duet. Collins and Harlan
 - 9520 Ida-Ho! (Von Tlizer).....Billy Murray and Chorus
 - 9521 Popularity March (Cohan).....Banjo solo. Vess L. Ossman
 - 9522 The Tale the Church Bell Tolloed (Van Alstyne).....Harry MacDonough
 - 9523 How Matt Got the Mitten (Original).....A vaudeville specialty. Ada Jones and Len Spencer
 - 9524 The Bowery Grenadiers (Kelly).....J. M. Myers
 - 9525 Sunbeam Dance (Rofe).....Alhert Benzler
 - 9526 Do, Re, Mi, Fa, Sol, La, Si, Do. (Burt).....Comic song. Edward Meeker
 - 9527 Flanagan on a Broadway Car (Original).....Vaudeville specialty. Steve Porter
 - 9528 When the Roses are in Bloom (Nattus).....Edison Male Quartette
 - 9529 My Mariuccia Take-a Steamboat Medley (Original).....Edison Military Band

NEW VICTOR RECORDS.

- | No. | ARTHUR PRYOR'S BAND. | Size. |
|---|---|------------------|
| 5011 | "Chicken Charlie"—March and Two-step | Ballon 10 |
| 5012 | With Sword and Lance March | Starke 10 |
| 31615 | De Janire Overture | Eustace 12 |
| 31616 | La Cinquantaine | Gabriel-Marie 12 |
| 31617 | Ariele—Grand Finale | Bach 12 |
| VICTOR ORCHESTRA, WALTER B. ROGERS, CONDUCTOR. | | |
| 5072 | American Heiress March | Herbert 10 |
| 31618 | In a Clock Store | Orth 12 |
| VICTOR DANCE ORCHESTRA. | | |
| 5013 | Speed the Plow Reel | 10 |
| 31613 | Arrah Wanna—Medley Two-step | Solman-Burt 12 |
| 5073 | The Motor March | Rosey 10 |
| 5030 | Good Night, Good Night | Coates 10 |
| 5017 | Meet Me, Sweet Kathleen, in Honeysuckle Time | Helf 10 |
| BARITONE SOLO BY J. W. MYERS, WITH ORCH. | | |
| 5018 | The Land League Band | Kelly 10 |
| BASS SOLOS BY FRED. BUTLER, WITH ORCH. | | |
| 5069 | Is He Yours? | Harkness 10 |
| 5070 | Where Will You Spend Eternity? | Tenney 10 |
| COON SONG BY ARTHUR COLLINS, WITH ORCH. | | |
| 5027 | All In, Down and Out | Smith-Johnson 10 |
| SPECIAL LIST OF EASTER RECORDS. | | |
| TENOR SOLO BY HARRY MACDONOUGH, WITH ORCH. | | |
| 5014 | Hosanna—Easter Song | Granier 10 |
| TENOR SOLO BY FREDERICK C. FREEMANTEL, WITH ORCH. | | |
| 31619 | The Resurrection (Easter Song) | Holden 12 |
| CHOIR RECORDS BY TRINITY CHOIR, WITH ORCH. | | |
| 5015 | Victory (Easter Hymn) | Palestrina 10 |
| 5016 | Rejoice! Oh, Sons of Earth (Easter Anthem) | Eyer 10 |
| 31614 | Awake, Glad Soul, Awake (Easter Anthem) | Schnecker 12 |
| CHARACTER SONGS BY MISS ADA JONES, WITH ORCH. | | |
| 5029 | Poor John! (Vesta Victoria's latest) | Pether 10 |
| TRIO BY MISS STEVENSON, MR. MACDONOUGH AND MR. DUDLEY, WITH ORCH. | | |
| 5019 | I'll Wait for You, Little Girlie, from "The Belle of Mayfair" | Stuart 10 |
| DUET BY MISS STEVENSON AND MR. MACDONOUGH, WITH ORCH. | | |
| 5020 | Because You're You, from "The Red Mill" | Herbert 10 |
| DUETS BY HARLAN AND STANLEY, WITH ORCH. | | |
| 5021 | Tramp, Tramp, Tramp | Root 10 |
| 5022 | Iola | Johnson 10 |
| BALLADS BY HAYDN QUARTETTE, WITH ORCH. | | |
| 5025 | When Bob White is Whistling in the Meadow | Rosenfeld 10 |
| 5026 | Bonnie Jean | Snyder 10 |
| DESCRIPTIVE SPECIALTY BY MISS JONES AND MR. SPENCER, WITH ORCH. | | |
| 5028 | How Matt Got the Mitten | 10 |
| YANKEE TALKS BY CAL STEWART. | | |
| 5023 | Uncle Josh and the Insurance Agent | 10 |
| 5024 | Uncle Josh's New Year's Pledge | 10 |
| YANKEE SPECIALTY BY MR. AND MRS. CAL STEWART, WITH HAYDN QUARTETTE, VIOLIN AND ORGAN. | | |
| 5071 | Wedding of Uncle Josh and Aunt Nancy Smith | 10 |
| TENOR SOLO IN ITALIAN BY FREDERICK C. FREEMANTEL, WITH ORCH. | | |
| 5068 | Rigoletto—La donna è mobile (Woman is Fickle) | Verdi 10 |
| NEAPOLITAN SONGS BY VINCENT BARILE, TENOR, WITH ORCH. | | |
| 3808 | O surdato Napulita | Gambardella 8 |
| 3803 | Nunziati | Cannio 10 |
| 3804 | Serenata Silvestri | Silvestri 10 |
| 3805 | Fenesta che lucive | Bellini 10 |
| 3806 | Canzone Bella | E. di Capua 10 |
| 3807 | Tu Sola | Gambardella 10 |
| VINCENT BARILE, WITH PIANO ACCOMP. | | |
| 3800 | Serenatella Amara | Caldarelli 10 |
| 3801 | Viene a Vuca? | Gambardella 10 |
| 3802 | Torna a Surriento | De Curtis 10 |
| THREE RECORDS BY MISS BESSIE ABOTT, Soprano of the Metropolitan Opera Co. | | |
| In Italian, with orchestra. | | |
| 87003 | Martha—Qui sola vergin rosa. (The Last Rose of Summer) | Fletow 10 |
| In Italian, with orchestra. | | |
| 88050 | Rigoletto—Caro Nome (Dearest Name) | Verdi 12 |
| 88051 | Magic Flute—Gil angui d'inferno. (The Pangs of Hell are Raging) | Mozart 12 |

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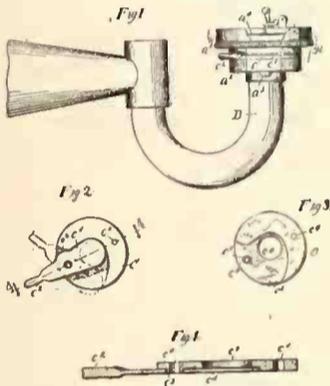
LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Specially prepared for The Talking Machine World.)
Washington, D. C., March 8, 1907.

SOUND BOX FOR TALKING MACHINES. Frederick Sheppy, Chicago, Ill. Patent No. 843,042.

This invention relates to means for controlling the volume of sound produced in the sound box of a talking machine, thus giving variety in expression and modifying the tones.

The sounds produced by talking machines are in many instances too loud for small rooms, causing echoes which mar the distinctness of utterance, and efforts have been made to avoid this difficulty by placing sound-muffling devices in the necks of the horns, which form features of such machines. It has been found that while such devices muffle the tones produced in the sound-box, they also impair the musical quality of the tones, giving them a harsh or metallic character, probably due to the fact that the metallic walls of the horn become in a measure sound-boards against which the sound-waves are projected by the checking or interruption



caused by the muffling devices used. In this invention the difficulty has been avoided by modifying the sound-box itself, so that the waves are formed before passing to the neck of the horn.

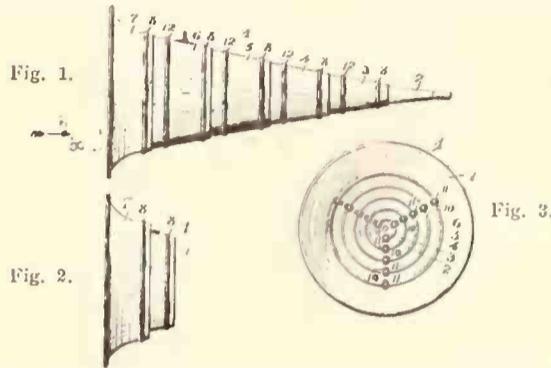
In the accompanying drawings are illustrated a preferred adaptation of the invention in the following views:

Figure 1 is a view in elevation of a sound box, the attached gooseneck, and a portion of the horn, of a well-known form of sound-reproducing machine. Fig. 2 is a plan view of the improved sound-modifying attachment for sound boxes. Fig. 3 is a plan view of a portion of the device shown in Fig. 2, and Fig. 4 is an enlarged section on the line 4-4 of Fig. 2.

PHONOGRAPH HORN. Asher Maurer, Newark, N. J. Patent No. 845,007.

This invention relates generally to improvements in amplifying horns for phonographs and similar sound-reproducing machines; and the present invention relates more particularly to a novel construction of horn comprising a number of collapsible horn sections which can be nested one within the other to produce a very small package for carrying purposes, but which sections can be brought in an extended relation to produce a horn of the ordinary conformation

ready for use. To accomplish this main purpose of the present invention, the horn sections are provided with binding means or friction devices arranged on one horn section and adapted to engage with portions of another horn section,

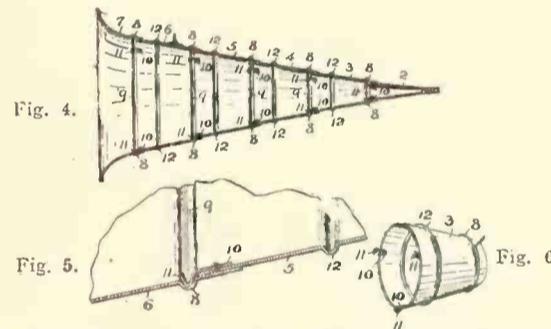


whereby the parts are brought in positive holding engagement to provide a rigid horn.

This invention, therefore, has for its principal object to provide a phonograph horn of the general character hereinafter more fully described, and, furthermore, to provide a collapsible amplifying horn, the horn sections of which may be quickly brought into their extended and rigidly-connected relation to produce a horn ready for use, but which can be just as quickly separated, so as to be brought into their nested relation to provide a package of very small size.

Other objects of this invention not at this time more particularly mentioned will be clearly understood from the following detailed description of the same.

With the various objects of my present invention in view the said invention consists in the amplifying horn hereinafter set forth; and, furthermore, this invention consists in the general arrangements and combinations of the devices



and parts, all of which will be more fully described in the following specification, and then finally embodied in the clauses of the claim which are appended to and which form an essential part of this specification.

The invention is clearly illustrated in the accompanying drawings, in which

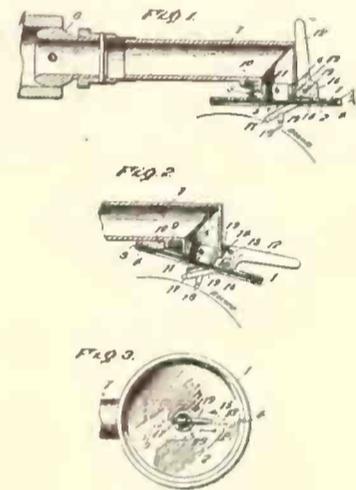
Figure 1 is a side elevation of a horn embodying the principles of the present invention, the horn sections being shown in their extended and rigidly-connected relation. Fig. 2 is a similar view of the horn, showing the horn sections in their collapsed or nested relation; and Fig. 3 is

an end view of the horn shown in Fig. 1 looking in the direction of the arrow X in said figure. Fig. 4 is a longitudinal vertical section of the horn shown in said Fig. 1. Fig. 5 is a detail vertical section of portions of two of the adjacent horn sections and one of the clamping or holding devices between said sections, and Fig. 6 is a perspective view of one of the said horn sections.

COMBINED RECORDER AND REPRODUCER. Thomas H. Macdonald, Bridgeport, Conn., assignor to American Graphophone Co., of Bridgeport, Conn. Patent No. 842,897.

This invention relates to recorders and reproducers for talking machines, and has for its object to obtain in one structure a device which can be used at will in connection with any suitable record tablet, either for recording sound-waves or for the reproduction of sound previously recorded.

With this object in view the invention consists of a combined recorder and reproducer, comprising a single diaphragm with a recording style and reproducing style both connected to the diaphragm, the whole being arranged so that the recording stylus or the reproducing stylus can be



shifted, the one out of contact with the record tablet and the other into contact, or vice versa.

More specifically stated, the invention consists of a single diaphragm, preferably mounted in a suitable casing or head, which casing or head is capable of being tilted for a slight distance upon a pivot or axis, on which it is supported, so that the diaphragm can be shifted into two different planes. On this diaphragm is secured a cutting stylus for the purpose of making a record, and a reproducing stylus (preferably rounded or spherical in form) for rubbing over a previously-made record to reproduce sound, the relative position of the two styluses being such that when the diaphragm lies in one plane the recording stylus only will rest against the record tablet, and when the diaphragm lies in the other plane the recording stylus will be shifted out of contact with the record tablet, and the reproducing stylus will be brought into contact therewith. Any suitable means may be employed for shifting and retaining the diaphragm into either one of the two positions above mentioned. As here shown, the diaphragm head or casing is connected to a tubu-

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IN NEW JERSEY

GENERAL SUPPLIES

SEND FOR OUR PRICE LIST

EDISONIA CO., Newark, N. J.

lar shank, whose exterior surface is approximately that of a zone of a sphere, said shank being inserted a short distance into the open end of the conveying tube of the reproducer and pivotally connected to said tube. Reacting between the diaphragm casing and a suitable seat, preferably formed in the wall of the tube of the reproducer, is a stiff spring, while on the other side a cam lever is pivoted to the walls of the tube, the parts being so adjusted that when the cam lever is thrown into one position it permits the spring to throw the diaphragm casing, and with it the diaphragm, into position to bring the recording stylus in contact with the record blank or tablet, the tension of the spring being resisted on the opposite side of the cam lever of other suitable abutment. When it is desired to shift the recording stylus out of contact with the record tablet and bring the reproducing stylus in contact therewith, the cam lever is thrown down or shifted on its pivot, thereby tilting the diaphragm casing, and with it the diaphragm, into a different plane, and compressing the spring above mentioned. This action brings the reproducer stylus into operative position on the record tablet.

The inventive idea involved may receive a variety of mechanical expressions, one of which, for the purpose of illustration, is shown in the accompanying drawings, but it is to be understood that such drawings are for the purpose of illustration only, and are not designed to define the limits of the invention, reference being had to the claims for this purpose. It will also be understood that some features of the invention are not limited to a structure wherein both a recording and a reproducing style is employed.

In the drawings, Figure 1 is a vertical section through the center of the reproducer head and the neck or tube supporting the same, showing the diaphragm in a position to bring the recording stylus in contact with the record tablet or blank. Fig. 2 is a view similar to Fig. 1 with the parts in position to throw the recording stylus out of contact with the record tablet and bring the reproducing stylus into operative relation therewith, and Fig. 3 is a bottom plan view of Fig. 1.

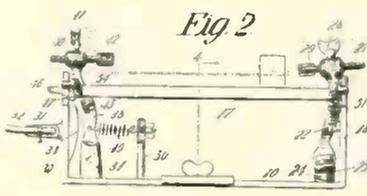
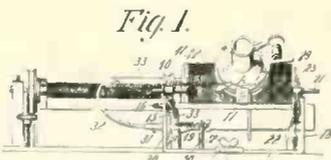
PHONOGRAPH REPEATING MECHANISM. Lyman D. Kelley, Memphis, Tenn. Patent No. 845,645.

The principal object of the present invention is to provide a device of simple construction for automatically effecting the repetition of reproductions of the records of phonographs and similar machines.

A further object of the invention is to provide a device of this class which may be attached to any ordinary phonograph and in which provision

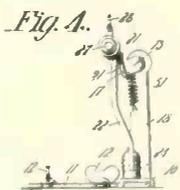
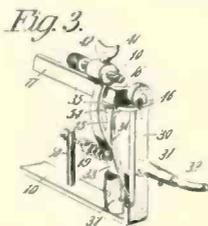
is made for effecting very accurate adjustment in accordance with the starting and stopping positions of the record.

A still further object of the invention is to provide a device of this type which will automatically operate to restore the sound-box carriage to initial position after the completion of



each reproduction so long as there is sufficient motive power to run the machine.

With these and other objects in view, as will more fully hereinafter appear, the invention consists in certain novel features of construction and arrangement of parts hereinafter fully described, illustrated in the accompanying drawings, and particularly pointed out in the appended claims, it being understood that various changes in the form, proportions, size, and minor details of the structure may be made without departing from the spirit or sacrificing any of the advantages of the invention.



In the accompanying drawings, Figure 1 is a front elevation of a repeating device constructed in accordance with the invention, showing the same applied to a phonograph. Fig. 2 is a front elevation of the repeating device, parts being broken away to more clearly illustrate the construction. Fig. 3 is a detail perspective view of one end of the attachment looking from the rear. Fig. 4 is a transverse sectional view of the repeating attachment on the line 4-4 of Fig. 2.

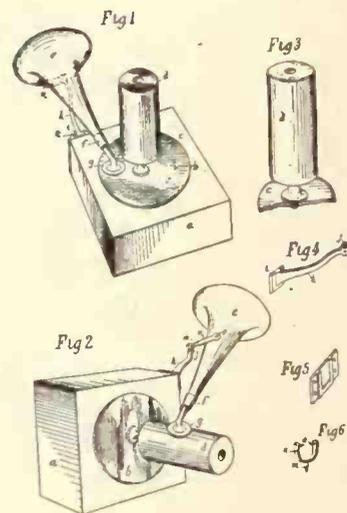
TALKING MACHINE. Charles Thomas, of Newton Abbot, England. Patent No. 842,983.

The object of this invention is to render

gramophones or disc sound-reproducing machines convertible for use as phonographs or cylinder machines without practically having to secure to the former any other part than the cylindrical mandrel for carrying the record cylinders.

A further object is to provide a simple detachable means for the aforesaid purpose, such means being practically necessary parts of an ordinary gramophone, but particularly constructed or fashioned to suit the convertible machine, and thus avoiding an increase in the sale price of talking machines.

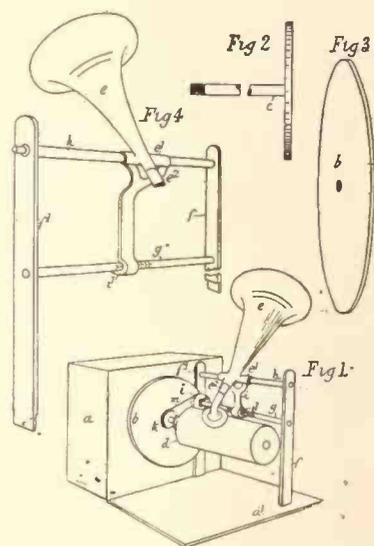
This object is obtained by the means illustrated in the accompanying drawings, in which all the figures are shown in perspective, and the following is a short statement of the same: Figure 1 shows a gramophone provided with a



detachable supporting arm and pivoted bracket for the horn. Fig. 2 shows the same apparatus disposed for use as a phonograph. Fig. 3 shows the mandrel. Fig. 4 shows the detachable arm. Fig. 5 shows a fixed base plate for said arm. Fig. 6 shows the pivoted bracket.

TALKING MACHINE. Charles Thomas, Newton Abbot, England. Patent No. 842,982.

This invention has for its object the provision of certain mechanical devices which will enable



a gramophone or disc-recording machine to be readily used for producing phonograph or cylinder records.

The accompanying drawings show how the invention is carried into effect.

Fig. 1 is a perspective view of a combined gramophone and phonograph provided with a frame carrying the horn and an Edison worm. Fig. 2 is a side view of the turn-table. Fig. 3 is a perspective view of a record-disc. Fig. 4 shows a separate view of the frame.

A SOMEWHAT WONDERFUL STORY.

J. A. Ingoldsby, a salesman for M. Steinert & Sons Co., in Springfield, Mass., was the victim of a peculiar theft recently. While riding upon a street car. Mr. Ingoldsby left a complete Victor outfit on the rear platform of the car and went inside. When he started to get off he discovered that the entire outfit had vanished. After a ten days' search on the part of the police the thief was arrested and convicted, which, by the way, is not the least wonderful part of the story.

"MIRA" MUSIC BOX
(Marvelous)

Best in Construction

Unequaled for Sweetness, Harmony and Volume of Tone

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

- LYON & HEALY, Chicago, Ill.
- SHERMAN, CLAY & CO., San Fran., Cal.
- SHERMAN, CLAY & CO., Oakland, Cal.
- SHERMAN, CLAY & CO., Seattle, Wash.
- GLIVER DITSON CO., Boston, Mass.
- J. E. DITSON & CO., Philadelphia, Pa.
- C. H. DITSON & CO., New York.
- JOHN WANAMAKER, New York.
- JOHN WANAMAKER, Philadelphia, Pa.
- MACKIE PIANO & ORGAN CO., Rochester, N. Y.
- DENTON, COTTIER & DANIELS, Buffalo, N. Y.
- S. HAMILTON, Pittsburg, Pa.
- KRELL PIANO CO., Cincinnati, O.
- FRLIN & LENOX, Indianapolis, Ind.
- FINZER & HAMMEL, Louisville, Kentucky.
- O. K. HOUCK PIANO CO., St. Louis, Mo.
- A. MOSPE, Jr., Omaha, Neb.
- S. KANN SONS & CO., Washington, D. C.

Write for Catalogue and Prices

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

With the Makers and Sellers of Automatic Specialties

AUTOMATIC FIELD IN REVIEW.

Where Small Outlay Brings Big Results—
Spring Outlook—That Kansas Blunder—Try
to Stem Progress—Nickel Theatres Pay—
Summer Park Trade—Devices for Drawing
Business to the Store—A Budget of "Thinks"
That Will Stimulate the Man Who Absorbs
Ideas and Uses Them in His Business.

In these days of rapid-fire amusement the tendency is in favor of mammoth enterprises and big effects, consequently there is a disposition to overlook opportunities that, while small, promise large returns for a limited investment. The slot machine is possibly one of the most potent factors in the amusement line that can be found to-day. Slot machines properly placed and intelligently used, may be made a source of profit far in excess of their cost. In fact, this device is more closely allied to the ideal than any person has an idea of. Everyone will agree that from a financial standpoint a railroad that requires no locomotives and no train crew for its operation, and where the passengers themselves could sit in a row and work innumerable pedals, thus working themselves to their destination, would be highly satisfactory. Slot machines are almost that idea condensed. You furnish at small cost a machine. You also furnish at small cost the necessary material to fill the machine, and then you let the patron do the rest. He supplies the coin. He puts it in the machine himself, and he furnishes the requisite power to work it. Hundreds of these devices are now on the market, to which number manufacturers are constantly adding, which keeps the public's interest alive.

* * *

With the advent of spring the automatic business has taken on flourishing proportions, the crowds being drawn out of doors by the warmer weather, they naturally turn for amusement to the open-air palaces of music. February business was not up to expectations, owing to weather conditions, but March's opening weeks seem to presage a period of unusual prosperity. Manu-

facturers are working hard to get their new types on the market. Many of these machines are unique and inviting enough to tempt the most skeptical, and reflect great credit on those "men behind the guns" whose brains and untiring energy keep pace with the changing taste of a fickle public.

* * *

We are in receipt of a letter from a Kansas City, Mo., dealer, in which he says: "An edict has gone forth from the officials of the county court to the effect that automatic pianos, music boxes, talking machines, and, in fact, musical instruments of all kinds, must not be allowed in places where liquor is sold, and an order has been issued by the court demanding the removal of all such instruments from the saloons of Kansas City and suburbs. The reason for the order, according to one member of the court, is to make the saloons as unattractive as possible. Keepers of dramshops violating the order are subject to arrest, and may have their licenses taken away."

Now, we are not by any means running a journal for the protection of the interests of liquor dealers, but this court ruling is such a direct stab at the automatic musical industry that we feel called upon to take up the other side of the question. All admit that music hath charms that appeal to all classes, rich or poor, educated or illiterate, that its influence is elevating. Therefore, why banish it from the only place of a social character open to the poor man? Is it not a narrow stand for the men appointed by the people to take? They have their clubs, and why not carry the law further and banish musical instruments of all kinds from them as well, since, according to the honorable gentlemen "from Missouri," music is conducive of over-indulgence in "liquid joy." The whole thing is a farce, yet if the spirit that animated the Kansas officials is allowed to spread, it will do great harm. Music in any form is an educator; more than that, it draws the mind from the sordid channels of every-day life. If the tones from a piano, operated automatically, or any other musical instrument, cheer and raise the load of worry from the shoulders of some poor, wretched man, even for a moment, is it Christianity or justice to banish this one ray of light from his life? Without a doubt the county court has a

perfect right to issue the edict prohibiting the use of musical instruments in the cafes in its district; but whether or not such a law would stand the test of a trial in the higher courts is another question.

* * *

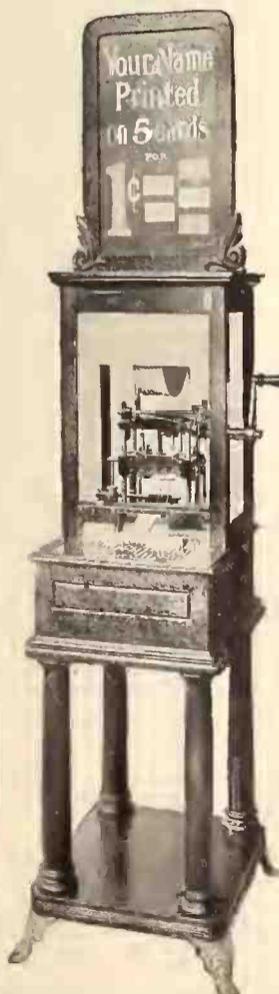
The opening of nickel theatres, where performances are held, say, every half hour, is a very good investment for the man with a small amount of capital, and, in fact, for any person, as the returns are very large. Moving pictures always did not always will have a strong attraction for everyone. These are the whole substance of the show, while if you have a good singer, illustrated songs give a desirable contrast and add interest.

* * *

A good advertising scheme now being used by some of the big theatres is to have Mutoscope pictures taken of some great stage favorite singing one of her hits. For instance, Vesta Victoria rendering her song "Poor John." The pictures are accompanied by the song itself, sung by the singer. Now for your billboards; get posters with Miss Victoria's pictures, then head them something like this: "Announcement extraordinary. Vesta Victoria, New York's favorite vaudeville star, will render her great hit, 'Poor John,' at this theatre, afternoons and evenings. This week only. Don't fail to come and bring your friends. Admission ten cents. Reserved seats for ladies."

* * *

By the rental system in vogue with the large film manufacturers one can obtain a constantly changing programme which is necessary for any great returns, especially in small towns, at a very low cost. This idea is a splendid one for the talking machine dealer. If your store is not suited for such a place, look for one that will seat anywhere from one to two hundred. But get one. If possible—in the smaller towns where the talker business is rather slow—it might pay to obtain the floor above your talking machine store, so that the public must pass through the store to get to the theatre. In that way you get an enormous amount of free advertising for your goods. After each song that is sung in the hall let the audience know that they can procure a record of it below. During intermissions have



The Card Printer

Prints
your name on
five cards
for
one cent.

It is the best
slot machine
ever produced.

Send for literature.

**THE CARD
PRINTER CO.**

79 East 130th St.
NEW YORK

We Can Supply You With Proof

at any time that will convince you that the

REGAL

IS THE BEST COIN OPERATED PLAYER IN THE WORLD!

Wherever it has been placed, in arcades and public resorts, it has proved to be the biggest kind of a money-maker.

It makes dollars while you sleep, and the agency of the Regal Player is at once a splendid business asset for any live talking machine man.

Write without delay to

The Regal Piano & Player Co.,

889 Southern Boulevard, New York.

P
I
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The **Pianova** player is the best coin operating instrument on the market. It is made in the most attractive style.

The **Pianova** makes pennies grow into dollars—makes money while you sleep.

The **Pianova** is just the player for cafes and public places.

The **Pianova** is “it” of all coin operating players—it is made to play either in 44 or 65 note.

The **Pianova** is the ideal player for talking machine men. The agency will help you coin dollars—plenty of them.

The **Pianova** is not affected by climatic conditions. It does not “stick” or get out of order.

The **Pianova** will find a ready sale in your town. It sells on sight. It is easy to play and a stream of nickels is always going Pianovaward.

The Pianova Co.

117-125 Cypress Avenue

NEW YORK

your talking machine there and give various selections.

* * *

With the coming of spring, park and summer resort people are beginning to hustle around to prepare for the rush which always follows the first warm wave. Now it may seem a little premature for us to warn the prospective operators of slot machines to get their bids in now for locations. But so well have these devices paid in such places that desirable locations are at a high premium. Unless the operator has unlimited capital we would not advise him to open an "arcade" at a park, because unless a great deal of money is spent on lavish decorations, his place will pale to insignificance beside the immense and attractive shows on all sides of him. However, if he can obtain a number of locations for individual machines, by all means capture them, for they will prove a gold mine. A word here on what are the most desirable machines for such an enterprise might not be amiss. For general use the chocolate and chewing gum machines, and those of the weighing type, have the widest interest for the American people. A nickel machine has not as much fascination for them. When they expend as large an amount as five cents they want the returns to be something that comes across the counter from the hand of a clerk. What they get for pennies seems so much for nothing, and that sensation tickles their fancy as much as the bit of chocolate or chewing gum does their palate. The weighing machine, which is a little less popular than the vending machine, because it brings only a mental satisfaction instead of a material return for the penny, is perhaps the most paying of all slot-controlled devices at the parks, inasmuch as the cost of the machine and an occasional repairing is the only expense attached. The water machines are fast coming into popularity and are to be found in many of the ferry houses in and about New York City, but they have never been generally introduced in the streets and public places, as they probably will be at no distant time, to fill a decided want. At the St. Louis

Exposition they were the most popular penny devices on the grounds. The tired sightseers knew that they were getting a glass of pure, filtered, carbonated water, and that satisfaction in itself is well worth a penny. These same machines can be used for vending lemonade, cider, etc. Other machines, as the card printing devices, name plate machines, pop corn and peanut venders, etc., are suitable for such purposes.

* * *

In face of the keen competition now prevalent among exhibitors who are located near one another, all sorts of devices for drawing business must be resorted to, and, of course, it is the man with the greater originality who will win out. The ideas employed by one man soon become known, and as a general thing the tricks are duplicated by others further away; for if his neighbor were to follow suit it would be acknowledging inferiority. Therefore, it is quite necessary for the busy exhibitor to keep his brainery working continually. An exhibitor in Scranton, Pa., has hit upon a good practical scheme for drawing popularity. He awards a prize for the man, woman or child who sells the greatest amount of tickets for him. Of course, the method of entrusting tickets must be systematized, and there are various ways to do it. For instance, if an exhibitor has established his integrity beyond all doubt he may demand full payment in advance for all tickets given out, furnishing his written guarantee to refund the price of all tickets returned to him unsold. Or, he may do this through some reputable, popular business man in the town. This will aid him and at the same time advertise that business man. The prize given to the winner of the competition in the case cited was \$5 in cash, which shows that the scheme must have brought a paying amount of business. Another exhibitor in Greenfield, Mass., started up a ballot system by which the patrons voted for any lady in town. The one receiving the largest amount of votes was offered the choice of any article costing \$25, to be taken from the stock of the local jewelry dealer. The result was that all the ladies elec-

tionered, sending their friends flocking to the show, where the ballot box was located.

THE ILLUSTRAPHONE.

The New Coin-in-the-Slot Machine Manufactured by Hawthorne & Sheble Mfg. Co. is a Wonder—Covered by Patents.

We were recently favored with an exhibition of the new coin-in-the-slot machine, the "Illustraphone," manufactured by the Hawthorne & Sheble Mfg. Co., of Philadelphia. The working parts of this device are of such simple construction and design, yet so mechanically perfect, that the first sample test machine has been operated over 1,500 times and has not failed to respond properly to each test. No coin-in-the-slot parlor or arcade will be complete without this money-making invention. The Hawthorne & Sheble Mfg. Co. have applied for several patents to protect their rights, and several have already been issued to them. Illustrated catalogues will be furnished on application.

AN INTERESTING NOVELTY.

The Automatic Novelty Co., 143-147 East 23d street, this city, announce in this issue of the World their new slot machine, "The Striking Clock." For some weeks a sample of this machine has been installed in the famous arcade on 14th street, this city, owned by the Automatic Vaudeville Co. Here it has undergone the most thorough tests and has proved to be a great money maker. A number of most unique features are involved. Don't fail to write them for further particulars.

Max Marx, former president of the Automatic Vaudeville Co., of New York City, and oftentimes called the father of the arcade business, has sold out his interest in the above company.

J. G. Humphrey is about to open up a moving picture theatre at 412 East Baltimore street, Baltimore, Md.



THE "WURLITZER HARP"

With nickel-in-slot attachment. A wonderful attraction from both a musical and mechanical standpoint. Who has not admired the soft, sweet music of the Italian Harp? Here you have it in automatic form.



THE MANDOLIN QUARTETTE

The most fascinating musical instrument on the market. This is a combination instrument, producing the wonderful music of four mandolins with piano accompaniment.



THE TONOPHONE

THE TONOPHONE King of Electric Pianos

is a full size Automatic Piano Player with Nickel-in-slot attachment operated by electricity.

THE WURLITZER PLAYER PIANO

is the first complete Automatic Player Piano playing the full keyboard of 83 notes. Operated by Nickel-in-slot attachment or played by hand in the ordinary way.



THE WURLITZER PLAYER PIANO



THE "PIANINO"

The latest addition to our line of Electric Pianos. This is a 44-Note Piano with Nickel-in-slot attachment. A great money-maker.



THE PIANORCHESTRA

Another very popular style and with Nickel-in-slot attachment proves a great money-maker. Nothing could be more desirable for public places where music lovers congregate. We have 10 styles.

DEALERS

will find it profitable to handle this, the greatest line of money makers on Earth for Hotels, Cafes, Drug Stores, Roller Rinks, Amusement Parks, and Resorts of all kinds.

EXCLUSIVE AGENCY IN UNOCCUPIED TERRITORY.

Here is an opportunity for a Lucrative Business with small capital.

WRITE TO-DAY.

The Rudolph Wurlitzer Company, CHICAGO. CINCINNATI.

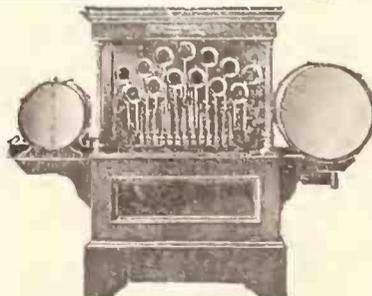


MONSTER MILITARY BAND ORGAN

THE MONSTER MILITARY BAND ORGAN

Furnishes Music equal to a full Military Band

Especially designed for Amusement Parks, Roller Skating Rinks and other places where a powerful organ is desired. This organ is a perfect representation of a large Military Band.



MILITARY BAND ORGAN, Style No. 125

Operated by perforated Paper Rolls. We have 10 styles to select from.

The Value of Pennies

HOW PENNIES GROW.—Have you ever taken pains to investigate the profits made by some Penny Arcades? If not, you will be interested to see

how pennies grow each week. They will grow into such a surprising number of dollars that the average man who has been satisfied with small profits, will be astounded.

We can name a number of Arcades which are clearing from \$1,000 to \$3,000 a month.

The Penny Arcade business is only in its infancy, and there is plenty of opportunity to run these Arcades successfully in towns from 5,000 population up.

It would surprise some of those who are not informed to know of the enormous rentals which some Arcades pay in New York and other cities—but they return big profits to their owners.

They seem a natural adjunct to the talking machine business—a logical expansion.

We have made a careful study of the Arcade business, and we have the largest line of novelties made by any concern in the world.

We can easily convince you that we are the specialists in this particular field, and that we can supply you with every possible need in the equipment of Arcades. Our coin-operating machines are almost endless.

We shall be glad to supply you with catalogues containing descriptions of our specialties. It will pay you and pay you well if you open an Arcade.

Don't delay this too long, for some other enterprising chap in your vicinity may put in one or two, and then after that, the opportunities may not be so large for you. Take our advice and act now.

THE CAILLE BROTHERS CO.
DETROIT, MICH.

Eastern Office, Export Department
32 Union Square, New York, N. Y.

Western Office
Republic Building, Chicago, Ill.



A PEERLESS TRIO—POPULAR WITH PIANO PLAYER PEOPLE.**A FEW TRADE POINTERS.**

According to his owners, Messrs. Alfred D. and Walter L. Engelhardt, the celebrated, talking machine dog is far outclassed by the Roth & Engelhardt dog "Peerless," and like the instruments from which he derives his name, is a general favorite with all who know his great merits. The annexed picture of him and his popular and genial owners was recently taken at the Roth & Engelhardt factory at St. Johnsville, N. Y., the home of the Peerless coin-operated pianos. Alfred Engelhardt makes his headquarters at the New York business office, No. 2 East 47th street, and his brother, does his share in looking after the manufacturing end in St. Johnsville. They are two of the bright young men who are destined to be heard from in a big way in the branch connected with the talking machine industry.



WALTER L. ENGELHARDT.

"PEERLESS."

ALFRED D. ENGELHARDT.

A. Esposito, proprietor of the "Arcade," formerly located on Speedwell avenue, Morristown, N. J., has moved his entire lot of machines to Newton, N. J., and has opened the "Exhibit" at No. 95 Spring street.

The Kudara Japanese Attraction Co. has been incorporated in Albany, N. Y., for the purpose of acquiring places of amusement and carrying on a theatrical business. The capital is \$6,200 and the directors Yosaku A. Kudara, Leta P. Kudara and George Pratt, all of Buffalo.

A report from Akron, O., states that there are nine moving picture shows in that city, more than half of them showing to full capacity houses all the time.

The Park Theatre, Carson City, Nev., has found it necessary to display the moving pictures four nights each week to accommodate the large crowds that attend.

The Theatorium, Star City, Mich., opened up last week, and is reporting gratifying business. It is situated at 506 Midland street.

J. M. Ball is about to open a moving picture theatre in Bucyrus, O.

Clogston's block, Beverly, Mass., is to have a moving picture theatre and arcade.

A new moving picture show started at 29 West Colorado street, Pasadena, Cal., by Fred Fisher, of Los Angeles. It is called "Talley's."

William Boger has opened a moving picture theatre at 1217 Market street, Philadelphia, Pa.

J. E. Suits is about to erect a building on Tenth street, Douglas, Ariz., for W. W. Webb, which will be the home of the "Dime," a moving picture theatre which has outgrown its present quarters.

The Colonnade Theatre, on East Baltimore street, Baltimore, was opened March 4 with moving picture exhibitions, by S. Lubin, of Philadelphia.

Penny arcades and five-cent theatres are still increasing at a rate which shows no signs of

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NEW YORK CITY

diminishing. As soon as one opens in a small town we find the local papers note the fact with the remark that they are getting to be "like the larger cities."

Stiles & Gerhart, who run the Vaudette on South Fourth street, Peoria, Ill., feature moving pictures and illustrated songs.

A new amusement parlor is to hold forth at 717 Penn street, Reading, Pa.

The Little Rock Amusement Co., recently incorporated, have established a moving picture theatre at 511 Main street, Little Rock, Ark.

Madden Voss, of Columbia, Tenn., is to run the Theatorium in Tusculumbia.

Simon Alexander has launched the first moving picture show in the Hyde Block, Cambridge, Mass.

Holyoke, Mass., is blessed with its full complement of arcades and moving picture exhibitions, three more having recently fallen in line.

The Taylor Moving Picture Co. have opened a theatre on North Main street, Taylor, Tex.

D. J. French and M. J. Morgan, 137 Washington street, Binghamton, N. Y., announce that they will soon open a moving picture theatre at that address.

Springfield, Mass., boasts of several attractive places where automatic creations are in demand.

The Jefferson County Amusement Co., capital \$3,000, has filed a charter in Louisville, Ky. The sponsors are Carl A. Mitchell, L. A. Carson and Louis Olson.

The Kreiter Amusement Co. has been incor-

porated in Milwaukee, Wis., by William E. Kreiter, Cornelius A. Sidler and John M. Niven. The capital is \$6,000.

The Monroe Pavilion Co., of Monroe, Utah, has been organized to erect a pavilion and to conduct a general amusement business. The capital is \$10,000, and the backers named are Hans Tuft, J. E. Magleby, P. M. Lundgren and Walter Jones.

The Charles H. Wuerz Amusement Co., of Brooklyn, has been incorporated with a capital of \$10,000, divided into shares of \$100 each. The directors are: C. H. Wuerz, Leo Cappa, C. L. Robinson, M. D. Josephson, and C. A. Stramm.

AMERICAN MUTOSCOPE & BIOGRAPH CO.

The American Mutoscope & Biograph Co., 11 East 14th street, are the manufacturers and sole operators of the famous Mutoscope slot machine in the United States. This machine is universally known wherever these catch-penny devices are to be found. As to what operators think of them we will quote from a letter recently received from H. A. McAllister, of St. Louis, Mo.: "I have just purchased for \$27,000 the building and lot directly opposite the union depot, this city, No. 1819 Market street, and will install an up-to-date arcade. I will be in the market for a number of your latest model Mutoscopes and want price on same. I wish to withdraw my deposit and in the future secure reels under bond. Send me three sets of blanks, as I am arranging also to sell my old types. The purchase of the profits I have accumulated from the above property is made possible mostly from the Mutoscopes, the most profitable legitimate slot machine ever manufactured. I think I have handled more styles of Mutoscopes than any other man in the world, and am selling second-hand machines to-day at the same price as I purchased new four years ago, it being the only machine I have ever handled that has no depre-

ciation in value. Thanking you for your usual promptness, very respectfully, H. A. McAllister."

CAILLE BROS. NEW QUARTERS.

The Caille Bros. Co., manufacturers of coin-controlled machines, whose permanent eastern offices at 32 Union Square East, New York, are in charge of A. E. Bresler, will soon have a full line of 144 different coin-operated machines on exhibition—in fact, that number have been shipped from Detroit. The New York offices are located in close proximity to a number of successful arcades and will be the headquarters where the demands from the eastern States will receive prompt attention.

A POINTER FOR PENNY ARCADES.

The Recordol Co., 108-110 East 125th street, New York, are placing on the market a material in powder form that practically re-etches a cylinder record. We have been informed by them that a cylinder record was brought in a few days ago by the manager of a prominent penny vaudeville establishment. The record having been played over 1,000 times, of course, was practically useless. The record was treated with Recordol in the presence of the managers, and when placed upon the phonograph again gave a reproduction good as new. It also looked like a new record. The merits of Recordol are worth investigating, as it will enable the proprietors to keep their phonographs in first-class working order at small cost.

What is the—
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The greatest, most wonderful
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Automatic Specialties

Coin operated machines of every description.

Penny Arcades fitted complete.

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A complete Amusement Arcade in full operation in our spacious show-rooms.

We are experts in the automatic line, and our experience is at your disposal.

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TYPE E

THE MUTOSCOPE

For Summer Parks, Penny Arcades, etc., has proved itself to be the greatest money earner of all coin-operated machines. In fact it has made the "Penny Vaudeville" what it is to-day. The privilege of free exchange of pictures keeping them fresh and up-to-date, make it always attractive. Our New Type E Mutoscope, besides being handsomer in design, possesses many improvements in mechanism over former models.

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IF YOU have not considered selling Coin Operated Pianos heretofore, we venture to suggest your doing so, as many of the largest talking machine dealers in the country have found this one of the most profitable features in their talking machine departments, mainly because the instruments when offered to the buyer have many of the elements of a *something for nothing proposition*. The margin is large, the installments are large and should be large, because the instrument takes in cash and consequently



the buyer does not have to pay out his own cash. The dealer gets his profits quickly. Did you ever stop to consider this?

The largest and most successful dealers in the country handle the **PEERLESS COIN-OPERATED PIANO**—there's a reason.

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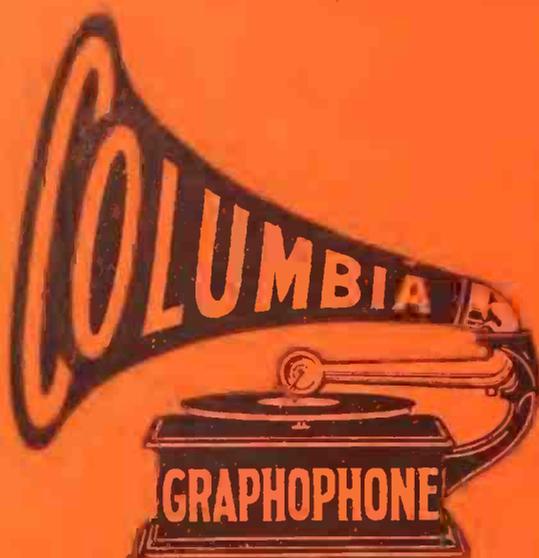
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An old, old proverb. Its impressive point is this: Well begun is *only* half done.

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That's a good beginning. But it's *only* a beginning.

To make a big success the line of Columbia goods should be a *complete* line.

It should be *kept up to date* by keeping well stocked with new Columbia Records as fast as they appear.

Columbia goods should be made a feature of the *show window*.

Treat Columbia goods as a prominent feature in your business and they'll make themselves a *prominent factor in your profits*.

The Columbia Phonograph Co. is the only company manufacturing *both* Disc and Cylinder Records.

There are no other records as good at any price. You need no other.

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Handling a *FULL* line of Columbia goods increases your trade, swells your profits and gives you the cream of the record business.

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Go after the *whole loaf* of the Columbia business. It's a bread winner.

You'll keep your jobber on the jump if you push Columbia goods.

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GRAND PRIX, PARIS, 1900

DOUBLE GRAND PRIZE, ST. LOUIS, 1904

GRAND PRIZE, MILAN, 1906

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