

# The TALKING MACHINE WORLD

For the  
makers &  
sellers of  
talking  
machines

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

## The INDIAN is satisfied, are You?

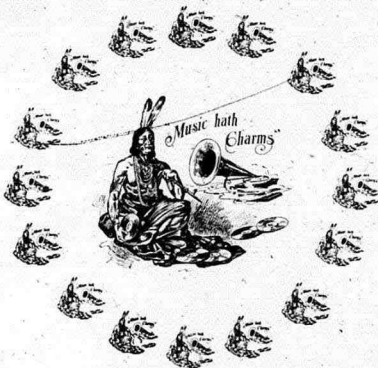
If not, join the "CHARMED" Circle  
of satisfied dealers and users of

# BLUE RECORDS

*The difference  
between the*

## Blue Records

*and the others  
is  
THE QUALITY*



*The Vital Point  
is*

## Blue Records

*are welcome in  
the homes, and  
they stay.*

Write us and learn more about  
**BLUE RECORDS**

### AMERICAN RECORD COMPANY HAWTHORNE, SHEBLE & PRESCOTT

SALES MANAGERS

241-243 West 23d Street

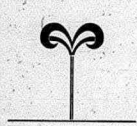
NEW YORK CITY

# Reginaphone

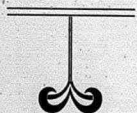


**T**HOUSANDS of dealers have sold Regina Music Boxes—other thousands have sold Talking Machines. There is a lively demand for **both** of these entertainers.

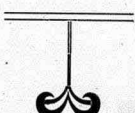
**We have built an instrument which combines the two in one.** It is a Regina Music Box with a talking machine attachment. It is called the **REGINAPHONE**, and is a distinct success. With the Reginaphone you can make two sales in one, consequently, a double profit, and at the same time sell an instrument which creates a constant demand for both music discs and records. Is any further argument necessary to show that this is a good thing for you to handle?



A Reginaphone can be almost instantly changed from a music box to a talking machine or vice versa. It will play any standard disc record made.



Each Reginaphone is equipped with swinging horn and latest improved needle holding device, also with our famous Regina long running spring motor.



REGINAPHONE No. 150.

Regina Music Boxes have long been known as the **best** music boxes on the market. We have spared no labor or expense in perfecting the Reginaphone, and it will fully sustain the Regina reputation for a high standard of excellence. Every instrument is fully guaranteed. We make Reginaphones in several styles at several prices. We want to introduce these goods in every town where we are not already represented, and have an interesting proposition to offer to all wideawake dealers who will write us promptly.

**THE REGINA COMPANY,**  
Main Office and Factory; RAHWAY, NEW JERSEY.

BRANCHES: Regina Building, 11 East 22d Street, New York; 259 Wabash Avenue, Chicago.

## THE MUSICAL FILIPINOS.

Great Opportunities for Talking Machine Trade in Our New Possessions in the Far East—People Are Musically Appreciative—Some Impressions of Interest.

(Special to The Talking Machine World.)

Manila, P. I., Jan. 7, 1905.

Some time ago you asked me to give you some opinions as to the possibilities of the talking machine output in the Philippine Islands.

I should say, from a superficial investigation, that the possibilities for a large business here with talking machines is most encouraging. To begin with, the Filipinos take to novelties. They are like children in many respects, and to see them gather around some machine which is sending forth a reproduction of a famous American song, and note the childlike look on their faces, is interesting.

Of course, all of the records must be in Spanish, and I understand that talking machine records now are made in every language on earth, so there will be no trouble in giving these people what they desire.

I believe that the smaller machines would have an enormous sale here. Of course, the matter of distributing through the native sources must be noted carefully, and I have no data at hand to give you which might form a basis for accurately working up this matter. I will endeavor to inform myself, and post you in a later communication.

The Filipinos love music of every kind. They have their own crude instruments, and while there has never been a Filipino musician of world repute, yet I believe that if the talking machine manufacturers could get some noted Filipino to sing for recording purposes, or some native orator, the records and the machines would have an enormous sale. All people who can, would buy one simply to hear the local singer or speaker. Then, again, some of the famous songs of the Filipinos could be used splendidly in this connection.

You have asked for some particular notes regarding the musical conditions in these islands. The Filipinos possess an inherent passion and talent for music. This manifests itself at every opportunity. Every village has its orchestra and band, and some of the organizations have reached a high degree of perfection, as people who have attended the St. Louis Fair will testify. The military band and orchestra which was sent over there is a part of the constabulary—the police organization under the control of the civil government, and has been drilled by an American musician, who has decided musical genius, and is a graduate of the Boston Conservatory. This constabulary band is probably the most advanced and accomplished musical organization ever known in the Philippines. It is composed of picked men from other bands and orchestras, has been favored by the officials with plenty of time for training, and provided with modern instruments of the highest class. Professional critics will notice defects in its performances which are due to the superficial character of the native. He is never thorough and never learns for the love of learning, but rather in order to accomplish something or gratify his pleasure. The same characteristic is manifested in everything he undertakes.

But the constabulary band gives most pleasing performances. It is extremely popular, and its concerts, given at twilight twice a week on the Luneta, the park along the shore of the bay, are attended by thousands of delighted hearers. There are several native composers of local fame, who have produced operas, masses and orchestral compositions of international popularity, while the number of light, dashing piano compositions published here every year is very large.

Every child, particularly the girls, in the Philippine Islands has a piano when six or seven years old, if the parents can afford to buy or hire one, and the Manila directory contains a long list of teachers of instrumental music, who seem to be busy. If you take a morning walk on any

of the streets in the well-to-do part of town you will recognize that the coming generation of Filipinos are diligent in practicing their music lessons, and go to them with great zeal and persistence. Nearly everybody can play some kind of an instrument, and hundreds of families in Manila can furnish very respectable orchestras without going beyond their own thresholds. And they play "th a good deal of sentiment and taste, although few of them are able to interpret the higher classes of classical music.

School teachers report that the little Filipinos pick up music instinctively; that they have quick and receptive memories and can learn the melody and the words of a song in two or three lessons. On the evening of July 4 last, there was a celebration at the United States Club, with a programme of music and recitation. The most attractive numbers were "The Star-Spangled Banner" and other patriotic American songs given by a chorus of youngsters from one of the primary schools. They sang as if their souls were in it; they sang as if their lives depended upon it; not with the listless, perfunctory manner of the ordinary school child, but with genuine enthusiasm and enjoyment.

I shall look forward with interest to receiving The Talking Machine World.

## SUCCESS SUMMED UP

For the Talking Machine Men Who Get Dependence Once in a While.

"What is the secret of success?" asked the Sphinx.

"Push," said the button.

"Never be led," said the Pencil.

"Take pains," said the Window.

"Always keep cool," said the Ice.

"Be up to date," said the Calendar.

"Never lose your head," said the Barrel.

"Make light of everything," said the Fire.

"Do a driving business," said the Hammer.

"Aspire to greater things," said the Nutmeg.

"Be sharp in all your dealings," said the Knife.

"Find a good thing and stick to it," said the Glue.

"Do the work you are suited for," said the Chimney.

"Talk talking machines and win fame and money," said the Talking Machine.

## PREDICT AN EMPHATIC SUCCESS.

We have received the first number of The Talking Machine World, published in this city by Edward Lyman Hill, proprietor of The Music Trade Review, an admirable journal which, for several years, has given more space to matters pertaining to the talking machine than any other American publication with the exception of the Columbia Record. The Talking Machine World, of which J. B. Spillane, long and most creditably identified with the Music Trade Review, is the managing editor, is to be conducted on lines similar to those that are followed by the English talking machine journals—the Talking Machine News and the Phono Trader and Recorder—and we predict for it an emphatic success.

Under the energetic management of Mr. Hill and guided, editorially, by Mr. Spillane, The Talking Machine World is certain to be a first-class publication from every point of view and American dealers in and the users of talking machines will not be slow to avail themselves of the opportunity afforded to receive, monthly, at the trifling cost of fifty cents per annum, a publication that is sure to contain news and general information of special interest to both dealers and users, all interestingly presented and commented upon, intelligently, and in a liberal and an impartial spirit.—The Columbia Record for February.

The Jacot Music Box Co., of Union Square, New York, in one day recently sold a talking machine to Mrs. Andrew Carnegie, another to Regina Vanderbilt and a third that was sent as a wedding present to Miss Katherine Neilson, who was married to Mr. Vanderbilt. Each machine was a Triumph.

## DUNTON'S MULTI-PHONOGRAPH.

The Invention of a Grand Rapids Man—Arranging for Its Manufacture.

(Special to The Talking Machine World.)

Grand Rapids, Mich., Feb. 10, 1905.

The Multi-Phonograph is the title of an invention which John C. Dunton, a real estate dealer, of this city, is arranging to place on the market and on which he has secured patents, after working on the machine several months.

This is the second multi-phonograph on which patents have been secured, but Mr. Dunton's machine differs materially from the other. The machine has a capacity for 24 records and they are placed in four rows in a carriage. Before each record is a plate giving the name of the selection and a pointer indicates the record which is in position to play. A feature of the machine which is original with Mr. Dunton and which he has invented a machine to manufacture, is the ball feed screw.

Mr. Dunton will arrange for the manufacture of the cases in this city and the machines will be sent here from Chicago and put into the cases. The entire outfit will be but the height and about half the length of an upright piano, and will resemble a piano with a plate glass front.

A modification of the machine will be made to take records 25 inches in length and will reproduce an entire lecture or opera. These will be made for entertaining in churches or halls.

## EXPANSION WITH CONROY CO.

Third Floor of their Building Will Be Devoted Exclusively to Talking Machines.

(Special to The Talking Machine World.)

St. Louis, Mo., Feb. 13, 1905.

President P. E. Conroy, of the Conroy Piano Co., states that the third floor of their new location on the southwest corner of 11th and Olive streets, will be utilized exclusively for talking machines, and that he proposes to have this department of their business continue to be one of their leading branches, and that he is very much pleased with the volume of increase the talking machine business has shown in the last year.

Mr. Conroy is an enthusiast on this branch of the musical trade, and considers it one of the healthiest of all the different lines. He has been in the talking machine business for ten years, and early predicted a great future for this class of entertainment, claiming, that as fast as the mechanism of the machines improved the more popular they would become. He prides himself on the fact that his predictions have been fully realized.

Mr. Conroy highly commends The Talking Machine World and claims it fills a long felt want.

The O. K. Houck Piano Co. state that their new talking machine department, which they established when they moved into their present location last December, is doing an excellent business. E. B. Walshaw, formerly with the National Phonograph Co., New York, is manager of this department, which consists of an Edison room and a Victor room on the third floor of the building. Both rooms are fitted up in a very handsome manner.

## WINS CASE BY TALKING MACHINE.

Utilized as an important Witness in a Berlin Court.

A despatch from Berlin says the talking machine has appeared as a witness in a case tried in the Berlin Second Civil Court. Herr Jakobson claimed a debt from Herr Gerson on the strength of a verbal agreement which the defendant denied on oath.

Thereupon Herr Jakobson produced a phonograph and set it in motion. It repeated the conversation between the two men, their voices being clearly recognized. Judgment was immediately given for Jakobson.

## TALKING MACHINE TELLS STORY

Of Plunder of \$50,000 Worth of Goods from Pennsylvania Railroad Cars—New Cylinder Records the Words of the 'Accused Men About Past Robberies.

A phonograph which is said to have made a record for the talk of a band of Pennsylvania Railroad thieves during a conference over their plunder and proposed future robberies is to be used as an important witness against seven men who were held in \$1,000 bail each in the First Criminal Court, in Jersey City, last week, having been arrested on the charges of stealing \$50,000 worth of merchandise from the railroad within the past year and a half.

A roomful of plunder has been recovered from the homes of the accused men, since they were taken into custody. Chief Robert Graham, of the Pennsylvania Railroad's police force, who, with his men, made the captures, says he believes the mystery of a long series of thefts will now be solved.

Among the loot found were several phonographs, and one of them, according to the Pennsylvania officers, told a strange story when set in operation after the capture.

All the other instruments had been tested to see if they were in good working condition and all had responded with the usual musical numbers, instrumental or vocal, with which phonograph records are ordinarily inscribed.

The tell-tale instrument came last, and at the result the officers supervising the test were struck dumb with surprise. Instead of the strains of music, a jumble of words, evidently being the disjointed utterances of several persons, was heard issuing from the phonograph.

At the first trial the officers caught enough to excite their suspicion. The same record was then used again, and finally a stenographer was called in and made notes of every phrase that issued from the instrument.

The result, it is said, will be enough to con-

vict some of the men suspected literally out of their own mouths.

One of the men arrested is said to have confessed when questioned about the phonograph that he and his companions had been in the habit of meeting at the house where the phonograph was found to talk over the value and division of their loot and to plan for future depredations. When told that the phonograph had recorded one of these conversations the prisoner said he remembered that one meeting night the band had been rumping the phonographs for its own amusement, and that in placing a new record on one of the instruments, a blank cylinder had been inserted by mistake and the recorder turned on. This record, the police say, took down the conversation of the conspirators. It will be used in court to substantiate the stories of two of the prisoners who are said to have confessed. Score one again for the talking machine.

## HOW TO MAKE RECORDS.

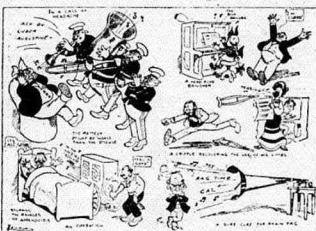
Dealers Should Stimulate Purchases of Blanks.

The owner of a phonograph can have much pleasure and amusement in making his own records. Many experimenters state that somehow they can't make a record that will reproduce to any satisfaction. The fault lies in their lack of knowledge of making them. If a piano is used to accompany a singer, the singer should stand, or preferably sit with his back to the back of the piano with his face even with the mouth of the horn, the mouth of the horn being on a level with the middle of the sounding-board of piano. More volume of tone is to be had by the sounding being taken up by the horn as near to the manufacturers make their records, and there is no reason why the amateur with a little experience cannot make some very creditable records. Talking records are in nine cases out of ten successful. Blanks cost but very little and can be shaved and used over again.

## TALKING MACHINE A CURATIVE

Factor for Physical as Well as Mental Diseases, According to the Musical Therapeutic Society.

Cut out drugs and doctors! If disease has put you in dry dock, or a broken limb has brought you a cropper, turn on the talking machine, a



piano attachment, or, if you can work a pedal, put the broken leg on it and it will be well again before you know it.

Music will do it. "My Congo Belle" and "Back, Back to Baltimore" are just as good as Chopin in B. F. D. G. of E. Y. Z. They will cure so long as there is rhythm.

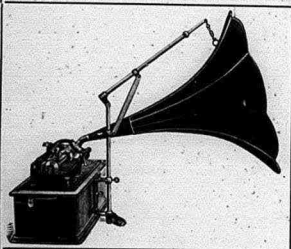
Rhythm is all to the merry, says The World, and it must be, for Prof. C. H. A. Bjerragaard has laid it down as a rule. He told the National Society of Musical Therapeutics that last week, and then he hit drugs, doctors, hospitals and sanitarium a swat for keeps.

## COMPLIMENT FROM "THE JOURNALIST"

The latest in the field is The Talking Machine World. "This new want has been launched by Ed. Lyman Hill, publisher of The Music Trade Review. We wish him every success.

# SILK FINISH HORNS

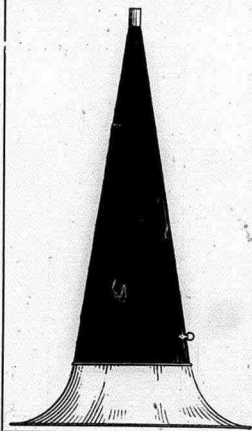
For Talking Machines



Our patented "SILK FINISH" horns are now recognized as standard throughout the Talking Machine Trade.

- Handsome appearance.
- Easy to keep clean.
- Absorb counter vibration.
- Clear brilliant tone.

"Silk Finish" horns are made in a number of styles and sizes. Our catalogue No. 600 will explain all about them as well as everything else in Talking Machine Supplies.



## HAWTHORNE & SHEBLE MFG. CO.

Mascher and Oxford Sts., Philadelphia, Pa., U. S. A.

## ROYALTY DEMANDED FOR MUSIC USED ON TALKING MACHINES.

Ruling of French Court Causes Consternation in Paris—Royalty of Seven Cents Asked on Every Cylinder Sold—Situation Discussed by Prominent Lawyer for Talking Machine World—How Laws of This Country and France Differ on This Subject.

Advices from Paris, France, under date of February 11, state that a crisis has been created in the talking machine record trade in France by the unexpected judgment of a Paris court, which, in the interests of the Society of Music Publishers, has placed the talking machine in the same category as an orchestra, prohibiting it from reproducing copyrighted songs or music. The society has long complained of the injury done to its business by the talking machine, but had not instigated any action. The one in question was brought by a speculator, who offered the society to undertake the suit at his own expense if they would give him power of attorney and share the royalties which it was anticipated could be recovered from the talking machine companies in the event of the action being successful.

The decision has caused the stoppage of the sale of records pending a settlement of the affair, which, it is believed, will result in the repeal of an old law on which the ruling is based. Meanwhile, several thousand talking machine shops in France, which employ thousands of hands, are affected, while foreign firms are liable to have their stocks seized.

M. Pathe, of Pathe Freres, the largest firm of record makers in France, says the society demands a royalty of seven cents on every cylinder sold containing a copyrighted song or music. The payment of such a sum, he says, would be ruinous. He offers to pay 10 per cent. on his gross sales, but the society refused to accept the terms. M. Pathe, a large part of whose custom comes from Great Britain and America, threatens to remove his works to London.

To avoid suit is evidently that instituted, although six years back, against the French agent of a concern then known as the International Zonophone Co. of Berlin, since absorbed by the Gramophone & Typewriters, Ltd., of London, Eng. It was stated at the time by F. M. Prescott, the manager of the company, that the action

was being rigorously fought by the complainants, and that the talking machine people were afraid of losing, hence were anxious to secure American precedents. The foregoing advices indicate these fears were well founded.

An attorney conversant with the litigation involving the use of copyright music on talking machine records, after reading the above account, expressed himself as follows to The Talking Machine World: "When I was in France last I had occasion to examine the French copyright law, and I found it quite different from our Federal statute. It is broader, more comprehensive, more specific, and gives the owner of a copyright a greater reach and a freer scope than here; in fact, the difference is marked. The French law is very definite in its provisions, and American precedents—if such existed—would be of no avail in the courts of France.

"About eight years ago," continued the lawyer. "The John Church Co. instituted a suit against the Columbia Phonograph Co. for infringement of their copyrights under the United States law in connection with its sound or disk records. The defense put in such a strong answer that the complaint was dropped and has never been heard from since. In my opinion, which was set forth in the case just cited, a phonographic sound or disk record is a piece of specific mechanism, is absolutely unintelligible to sight, and is a functional part of the machine; whereas on a perforated music roll the perforations are in reality a species of musical notation, which can be read at sight by those familiar with the scale employed. As a matter of fact, copyright privileges are the creatures of statute, and the United States law, according to my interpretation and that of many prominent patent attorneys, is not broad enough to interfere with the manufacture, sale or use of either perforated music rolls or phonographic cylinder or disk records."

and a good showing of advertising. Mr. Bill is publisher of The Music Trade Review, which has been very successful. He feels that the talking machine trade has now grown to such proportions that it will support a technical journal run on a business basis. Mr. Bill is just the man to make such a publication a success.—Editor and Publisher, Jan. 28, 1905.

## CONCERTS AT LYON &amp; HEALY'S.

(Special to The Talking Machine World.)  
Chicago Office, Talking Machine World,  
36 1/2 State St., Chicago, Ill., Feb. 11, 1905.  
C. E. Goodwin, manager of the talking machine department of Lyon & Healy, returned on Monday from a trip to the East. He found the Victor people very busy and promising some marked surprises in the near future. Last Tuesday evening Lyon & Healy inaugurated the first

of a series of monthly concerts designed to give the firm's customers a chance to hear the new records on the supplementary list issued each month. The crowds were so great that Aeolian Hall and the Aeolian warehouses were filled. An overflow concert was given in Victor Hall, and even then fully 150 people were turned away. Next month Steinway Hall will in all probability be secured.

## REVIEW OF TRADE CONDITIONS.

Excellent Showing All Along the Line—Entering Jobbers and Dealers Lead the Procession—Hard Pushed to Supply Records.

With jobbers' business during January has been strong, and trade is expected to keep up at the same pace for some months to come. Dealers using aggressive methods, displaying their goods strikingly and attractively, and keeping up to date with their stock, also report business very much to their liking. Manufacturers are pushed to keep up with their orders, both for machines and records. Relative to records especially the indulgence of customers are occasionally craved regarding deliveries, as the pressure on their laboratories is beyond their capacity, notwithstanding additions and enlargements.

Generally the entire industry is in splendid shape, which is voiced by the head of a progressive house in the appended remarks made to The Talking Machine World this week: "As a matter of fact the consensus of opinion is that any concern in the talking machine business can discount their bills. No other business handling a restricted article is making so much profit. One with only a little gumption and sense is bound to make money."

## HOW WE HEAR OUR OWN VOICES.

If a person records on a phonograph a few sentences pronounced by himself together with others by his friends, and causes the machine to reproduce these at the end of a brief period, it generally happens that he easily recognizes his friend's voices, but not his own. On the other hand, the friends recognize his voice perfectly. This singular fact proves that everyone hears his own voice differently from others. As is remarked by Professor Exner, recently, the difference must lie in the quality of tone.

## PEOPLE THE WORLD BADLY NEEDS.

Men who put character above wealth.  
Men who will not lose their individuality in a crowd.

Men who will be as honest in small things as in great things.

Men whose ambitions are not confined to their own selfish desires.

Men who are true to their friends through good report and evil report, in adversity as well as in prosperity.

Men who do not believe that shrewdness, sharpness, cunning and long-headedness are the best qualities for winning success.

## WILMOT'S EFFECTIVE PUBLICITY.

W. D. Wilmot, of Fall River, Mass., is a great believer in publicity, and as a result he has been increasing his talking machine business month after month. Notwithstanding the protracted strike in that city he has been able to double his business, which speaks eloquently of his methods of interesting the public and attracting them to his establishment.

It may be interesting to learn Mr. Wilmot's reasons for his present prosperity, and they are set forth as follows, taken from one of his recent announcements under the caption of "Wilmot's Phonogram":

To begin with, machines and records have beensteadily improving.  
The price of improved machines is no higher.  
The price of improved records is lower.  
The enjoyment and demand is greater.  
We have spent a great deal more time and effort in trying to sell them.  
We have devoted nearly all our advertising to information regarding the thousands talking machines given our liberal purchasing and constantly complete stock of the best of everything makes it easy to select here.  
Our experience and obliging salesmen give us new friends.  
Our liberal guarantee of satisfaction gives us the confidence of our patrons.

People who have been trading with us when we opened our corner of North Main and Pine streets, May 1st, 1904, are still among our best customers.

We have gained many new ones who will stand by us. We make easy terms of payment to worthy people who can pay in no way they will do as well as pay in advance.  
All these things would help us progress steadily, but in order to make such a great gain first, it is almost essential to have a great many people's attention called to all our above facts.

We know of no way to equal newspaper advertising to spread information, so we advertise.

True advertising is like a compass—it points the right way.  
Our advertising is true, and it points to the Talking Machine, as the greatest entertainer ever known, and where you can find the largest and best supply.

## THE TALKING MACHINE WORLD.

The first number of The Talking Machine World, which will be published in New York each month by Edward Lysman Bill, has just been issued. It is of peculiar size, and consists of twenty pages of interesting matter on its subject

# ALLEN'S PAPER LACQUERED PHONOGRAPH HORN

No Metallic or brassy sound  
No brass to clean

Manufactured in Japan from paper and lacquered to a fine finish  
Red inside, Black outside. Length, 28 inches; Bell, 15 inches

Price, \$10.00

PETER BAGICALUPI, Gen'l Agent, 786-788 Mission St., San Francisco, Cal.

Also PACIFIC COAST JOBBER for EDISON PHONOGRAPHS, RECORDS and ACCESSORIES

Read this letter  
from the judges  
of musical instruments  
at the St. Louis Exposition

Ernest R. Kroeger  
Chairman  
Bureau of Music,  
World's Fair

Emil Mollenhauer  
Director Handel and  
Haydn Society  
and Apollo Club,  
of Boston

John A. O'Shea  
Organist St. Cecilia  
Church and Teacher of  
Music in the Public  
Schools of Boston

Max H. Mattes  
Tone Expert on Pianos  
and Organs of the New  
York Conservatory of  
Music

Adam Jakob  
Expert on String and  
Wood Instruments,  
Philadelphia

Dr. F. C. Rieloff  
Imperial  
German Consul,  
St. Louis

N. J. Corey  
Secretary  
Organ Expert and  
Musical Lecturer,  
Detroit

Oliver C. Faust  
New England  
Conservatory  
of Music, Boston

Richard W. Gertz  
Tone Expert and Secre-  
tary of Mason & Hamlin  
Piano & Organ Co.; also  
Wm. Gertz Piano Co.,  
Hanover, Germany.

Chas. Kunkel  
Composer and  
Expert Pianist,  
St. Louis

Theo. B. Spiering  
Violin Expert,  
Chicago Musical  
College

Emile Terquem  
Music Publisher,  
Paris, France

December 8, 1904.

Group Jury 21.

The Jury of Awards on Musical Instruments at the Louisiana Purchase Exposition gave the Victor Talking Machine and Victor Records the Grand Prize, the highest possible award over all other talking machines at the Exposition.

The Victor was the only talking machine that received from the musical jury a percentage high enough to be entitled to a Grand Prize, under the rules governing the judging of exhibits.

The Grand Prize was unanimously awarded by this jury of musical experts to the Victor Talking Machine, because of its marked superiority as a musical instrument over all other sound-reproducing machines shown.

*Ernest R. Corey, Secretary*  
*Oliver C. Faust, Chairman*  
*Richard W. Gertz, Secretary*  
*Chas. Kunkel, Member*  
*Theo. B. Spiering, Member*  
*Adam Jakob, Member*  
*John A. O'Shea, Member*  
*Max H. Mattes, Member*  
*Emil Mollenhauer, Member*

Victor  
Talking  
Machine



The Muzak's Voice

## BUSY TIMES IN "THE HUB."

Talking Machines Growing in Favor—So Say Many of the Leading Stores.

(Special to 'The Talking Machine World.)

Boston, Mass., Feb. 11, 1905.

The dog is here. The Victor talking machine set, of solid 24-karat gold and valued at \$15,000, is a guest of Manager Bolzin at the Oliver Ditson Co. this week, in company with the gold horn and disk record and the beautiful petrified wood box. The entire outfit, after being subjected to a fusillade of "oh's" and "ah's" from the Ditson employes, was placed in the big display window and, surrounded by samples of the different style instruments, made an instantaneous hit with the Boston public.

"Our talking machine business in 1902 was multiplied by three in 1904, and we will show a bigger gain this year," said Charles Bolzin at Oliver Ditson's this week. "In the five first business days this month, we did as much business in talking machines as we did in 15 days in February last year and the tone of the trade was better."

The new distribution scheme adopted by the Columbia Phonograph Co. has made a hit. An arrangement has been made with the Boston Daily Traveler, whereby, for a very small advance over the regular subscription price of the paper, a subscriber may receive a talking machine outfit and thereafter, through being subjected to discounts on records may save enough to more than pay the original cost of the machine. "They are keeping us hustling to keep up with the orders," says Manager O'Connor. At the time The Talking Machine World's representative was conversing with Mr. O'Connor there were seven customers at the counter, each engaged in completing the purchase of an instrument on this plan. "It's like that all day long," he said, significantly.

By the clever use of different colored electric light shades, Manager Taft at the big store of the Eastern Talking Machine Co., has added materially to its attractiveness. The row of flower-horns—like the delicate colored blossoms of morning-glories—also adds to the general effect. "Business with us is booming," said Mr. Taft. "and February and March promise to be banner months. The only difficulty is that we cannot get machines—high priced, good machines—enough. Our trade among the wealthier people, those of culture and refinement, has developed wonderfully during the last year and now it is 'the thing' to have a first-class talking machine in your house in the Back Bay. We think this will be a great year for our business."

## SPEECHES BY TALKING MACHINES.

Now in Favor—Some Recent Instances That Prove Their Value.

Making speeches by means of talking machines is becoming quite popular. Some months ago the secretary of the National Association of Credit Men sent a speech to a western association. Later the Dallas (Tex.) branch of the Commercial Telegraphers' Association held a meeting and smoker, and among its features were addresses by record from the president and secretary of the national association, both of whom live in Chicago. Another instance, a well-known actor recently promised to give a speech at a dramatic club on a New Jersey tour, but found at the last hour that he had a prior engagement of urgent importance in Boston. He went to a friend who possessed a phonograph, delivered his address into the machine, and was sixty miles away when the machine reproduced his characteristic effort to a delighted audience at the club that night.

## A CARLOAD OF PRESSES.

We learn that the American Record Co. are adding to the capacity of their pressing plant at Springfield, Mass. Although this company has been in the market only a little over three

months, they report phenomenal sales. Their facilities for manufacture have been taxed to the limit, and they are now arranging for a larger daily output. They received last week a carload of presses from the makers, and are installing them for service as rapidly as possible. During the months of December and January their plant was operating with a day and night shift.

## SOME PRACTICAL POINTERS.

Slipping of Records—Regulating Speed—Increasing Volume of Sound—Mending Cracked Records—Other Items of Interest.

Some very excellent ideas of a practical nature appear in the following communication regarding talking machines:

"Slipping of records—To those who complain of this inconvenience, unknown to me, I would say: Don't polish your mandrel. With a new talker it is, of course, necessary to push on the record rather firmly, but gradually the mandrel becomes coated at the thick end with some of the composition with which records are made, and this, if allowed to remain, grips the record and prevents slipping. Perhaps the same result could be obtained quicker by gently rubbing the thick end of mandrel with beeswax. A frosted or grooved mandrel, as suggested by some correspondents, would, I think, ruin the record.

"Regulating speed—On end of mandrel I have stuck on a strip of white paper (as a spoke in a wheel), and watch in hand, I count 80 revolutions to the half minute, in ten groups of eight in each. A mandrel revolves faster empty, however, than when a record is being played, which should be borne in mind. I can now, by merely watching this strip of paper, very closely, adjust the speed. All gold moulded records, however, are evidently not made for reproduction at full speed, and some simply cannot be played at 150 revolutions.

"Trumpets—To increase the volume of sound I have added to a 24-inch brass trumpet a bell of pasteboard, 6 inches broad, which by means of paper fasteners, can be fixed on and detached at will. This experiment is well worth trying. A pasteboard trumpet built on this principle, I find very useful for some records. I have also from the same material made a straight trumpet, 8x18 inches, which is very good, but I am afraid it is too wide, as a faint echo is sometimes heard, particularly of the human voice."

The same correspondent gives an excellent method of mending cracked records. It is un-

fortunately, usually the case, once a crack has appeared, though it may be very slight, that by the button of the reproducer coming into contact with its edge, the crack is aggravated until the record becomes quite unplayable. He advises that once a crack has appeared, the record can be played no more until the matter has been attended to, and says in writing the Talking Machine News of London: "Close up the two lips carefully, and bind securely with soft cotton thread—the flat thread used for mending stockings is the best. Now make two pins of brass, half an inch long, and make a hook 1/16 inch in length at each end. Heat them in an alcohol flame and rivet with them across crack on the inside of the record, embedding the hooks in the raised spiral. They will sink into the wax and bind the edges firmly together. It is best not to put them in straightway, but to prepare a 'bed' and then bury firmly and finally. The inside surface of the record may then be smoothed by a hot nail or by scraping with a knife if the wax had hardened. The cotton may now be removed, and the lips will remain closed. If the crack splits up into more than one groove, fix similar bars at different places."

## TALKING MACHINES IN BUSINESS.

The Leading Concerns of the Country Now Use Them With Profit and Satisfaction.

The use of the talking machine for commercial purposes, particularly for augmenting the work of the stenographer, is steadily growing, and today all the large concerns from the Atlantic to the Pacific are using this modern time saver in their business. For the past five years, the Westinghouse Electrical Mfg. Co., Pittsburgh, Pa., has been steadily adding commercial talking machines to their equipment, and now nearly all the correspondence of all the vast allied Westinghouse interests passes through the several hundred talking machines used in the different departments.

In the large mail order house of Montgomery, Ward & Co., of Chicago, more than fifty commercial graphophones are in use—about an equal number of dictation machines and transcribing machines. In some instances as many as four or five men use the same machine, setting certain hours and feeling certain that the machine will be there when they go after it. Instead of, as with the old stenographic system, being frequently delayed in waiting for a stenographer to come to the desk, or when going after the stenographer to find her busy with other work, thus delaying the dictation.

Mr. Jobber

Mr. Dealer

We can put you next to a big money-making proposition in connection with Talking Machines. Since October 1st, we have put out over 800 outfits in Wisconsin and Northern Michigan, at an average of \$40 each, and net profit (after paying agents) of over 75 per cent. We cannot work more than two or three States in the Northwest within the next two years, and offer any Jobber or Dealer the benefit of our experience and labor in getting up this scheme (for scheme it is), and will supply outfits, one at a time, cheaper than any one not having the facilities can put them up by the thousand. Our plan is a success. It won't require a dollar extra capital, as it is practically a cash proposition and returns are forthcoming within ten or fifteen days. Write us and we will explain everything.

**McGREAL BROTHERS**  
THE TALKING MACHINE MEN  
MILWAUKEE, WIS.

EXECUTIVE OFFICES  
**COLUMBIA PHONOGRAPH COMPANY**  
 SOLE SALES AGENT FOR THE  
**AMERICAN GRAPHOPHONE COMPANY**

TO THE PUBLIC:

New York, February 1st, 1905.

One of our competitors has endeavored through advertisements in newspapers, magazines and otherwise to create the impression that it had received an award at the St. Louis Exposition higher than that given to the exhibit of this Company. In addition it has recently distributed to the trade, generally, a letter stating that our claim to having received a Grand Prize in Musical Instrument-Group is "incorrect," and in support thereof attached an alleged fac-simile letter purporting to

have been signed by twelve members of the jury which made the award at the Exposition. This last letter, a most extraordinary document, filled with untruths and to which many of the signatures were obtained through misrepresentations, makes it appear that "the Grand Prize" in Group 21 had been awarded to our competitor; that the signers composed the jury which "gave" the awards (whereas they were members of the inferior jury having power only to make recommendations, and there were two juries above them); and that the Grand Prize had been awarded to said competitor's machine, "because of marked superiority as a musical instrument over all sound-producing machines shown."

Naturally the reader of the "group-jury" letter would suppose that the signatures of the so-called "best judges of musical instruments in the world" was a certification that they had examined, listened to and critically compared the various instruments in competition before signing it.

It is unnecessary for us to criticise the inferior group jury in question. Nor do we now discuss the means whereby the signatures were procured. At this point it is only necessary to say that at least five of the twelve group jurors who certify to having given our competitor's machine the highest award, "because of marked superiority as a musical instrument over all other sound-producing machines shown."

did not take part in the examination of Talking Machines, were not present when we made our demonstration, nor did they ever hear our machines and records in competition; and that the chairman of this inferior group jury, which would attempt to bestow a grand prize upon our competitor's machine "as a musical instrument over all others," excused himself "as he had to attend a concert," just as our best machine and records were about to be played.

We have written evidence in our possession which proves that some of the signatures were procured through misrepresentations and have conclusive evi-



Office of the President

Saint Louis, Mo., January 28, 1905.

Dear Sir:-

Respecting the awards to exhibitors at the Louisiana Purchase Exposition, I have to advise you that under the rules and regulations all awards to be given have to be fully and finally determined by the Superior Jury and it is the only authority empowered to make awards. The group juries had no power to make awards and were merely charged with the duty of making recommendations.

Under the rules the deliberations of all juries were strictly private and no publication of their proceedings or conclusions was authorized. The rules do not permit the juries, nor any members of juries acting as individuals, to give out the results of their findings for publication. The notifications to exhibitors and the formal public announcement of the awards are made solely by the President of the Superior Jury at its direction.

Yours truly,

President.

Mr. Paul H. Cromelin.

Vice-President, Columbia Phonograph Company,  
 90 West Broadway, New York City.

G.

dence also, that the alleged fac-simile IS NOT A FAC-SIMILE AT ALL.

Prior to any examination by this jury, we had occasion to make formal protest against their passing upon our Exhibits, and requested that (as was done at the Paris Exposition), a *disinterested jury*, properly qualified to pass upon *sound recording* and *sound-reproducing* machines, be designated to make the competitive examination. It is obvious that fitness for deciding on the merits of such machines, requires something more than a knowledge of organs, banjos, violins and pianos. It may have had something to do with the subsequent course of this inferior group jury that our protest WAS REFERRED TO THEM. That our stand was well taken is evidenced by the action of the SUPERIOR JURY, the only authority empowered to make awards, in giving us the HIGHEST HONORS FOR TALKING MACHINES AT THE EXPOSITION.

Promptly on learning of the award of a Grand Prize to a competitor we protested against the same to the National Commission on the ground of irregularities in connection with the original recommendation to them. This protest awaits determination.

The subsequent action of some members of the inferior group jury, in lending the use of their names on a document which violates the rules of the Exposition (see letter of President Francis), and in disregard of the responsibility which they assumed when entering upon their official duties, is quite in line with their original recommendation. By thus being willing to pose before the public as the jury by whom the awards were actually made, pretending to the responsibilities which were lodged with the SUPERIOR JURY *alone*, they have furnished the completest vindication of our protest and demand for a PROPERLY QUALIFIED DISINTERESTED JURY.

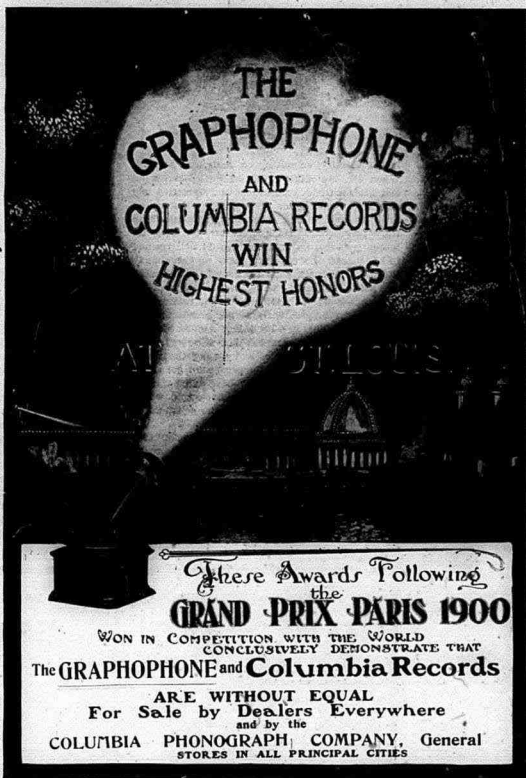
For further particulars we refer to the files of the Court wherein our case has been fully presented.

PAUL H. CROMELIN, Vice-President,  
 And Director of Exhibit Louisiana Purchase Exposition.



# The Disinterested Verdict of the Highest Authorities

Double  
Grand  
Prize  
St. Louis  
1904



Three  
Gold  
Medals  
St. Louis  
1904

These Awards Following  
the  
**GRAND PRIX PARIS 1900**  
WON IN COMPETITION WITH THE WORLD  
CONCLUSIVELY DEMONSTRATE THAT  
The **GRAPHOPHONE** and **Columbia Records**  
ARE WITHOUT EQUAL  
For Sale by Dealers Everywhere  
and by the  
COLUMBIA PHONOGRAPH COMPANY, General  
STORES IN ALL PRINCIPAL CITIES

CREATORS OF THE TALKING MACHINE BUSINESS

PIONEERS IN THE ART AND  
**ALWAYS IN THE LEAD**

## OUR FOREIGN CUSTOMERS.

Amount and Value of Talking Machines Shipped Abroad from the Port of New York for the Five Weeks Just Ended—Affords Idea of the Importance of This Industry.

(Special to The Talking Machine World.)

Washington, D. C., Feb. 13, 1905.

Manufacturers and dealers in talking machines will doubtless be interested in the figures showing the exports of talking machines for the five weeks just ended from the port of New York. Shipments have been made to practically every country in the world.

## JANUARY 14.

Berlin, 49 pkgs., \$1,899; Cardiff, 25 pkgs., \$389; Cape Town, 6 pkgs., \$100; Glasgow, 20 pkgs., \$289; Gothenburg, 22 pkgs., \$510; Havana, 6 pkgs., \$100; 16 pkgs., \$470; Santos, \$450; 9 pkgs., \$182; Havre, 28 pkgs., \$2,856; La Guayra, 10 pkgs., \$132; London, 1,015 pkgs., \$9,268; Mantanzas, 5 pkgs., \$224; Rio Janeiro, 29 pkgs., \$1,250; Santos, 17 pkgs., \$400; Santiago, 6 pkgs., \$315; St. Johns, 2 pkgs., \$206; St. Petersburg, 25 pkgs., \$1,592; Tampico, 8 pkgs., \$360; Sydney, 54 pkgs., \$1,326; Vienna, 12 pkgs., \$592.

## JANUARY 23.

Auckland, 14 pkgs., \$162; Antwerp, 9 pkgs., \$367; Berlin, 68 pkgs., \$2,682; Bombay, 6 pkgs., \$215; Buenos Ayres, 5 pkgs., \$256; 51 pkgs., \$2,020; Callao, 3 pkgs., \$200; Calcutta, 55 pkgs., \$1,000; Cardiff, 4 pkgs., \$152; Hobart, 3 pkgs., \$459; Hamburg, 5 pkgs., \$152; 8 pkgs., \$112; Havana, 18 pkgs., \$862; 8 pkgs., \$198; Havre, 8 pkgs., \$620; Leeds, 4 pkgs., \$121; Liverpool, 259 pkgs., \$1,269; London, 1,146 pkgs., \$15,099; Manchester, 167 pkgs., \$1,194; Manila, 20 pkgs., \$1,076; Manaos, 8 pkgs., \$379; Mantanzas, 9 pkgs., \$281; Melbourne, 88 pkgs., \$1,448; Santos, 23, \$1,002; St. Petersburg, 18 pkgs., \$749; Vera Cruz, 5 pkgs., \$253; Vienna, 10 pkgs., \$312.

## JANUARY 30.

Berlin, 39 pkgs., \$1,212; Bombay, 29 pkgs., \$576; Callao, 3 pkgs., \$245; Glasgow, 2 pkgs., \$100; Guayaquil, 7 pkgs., \$171; Havre, 30 pkgs., \$1,997; Hamilton, 5 pkgs., \$114; Karachi, 76 pkgs., \$1,055; La Guayra, 18 pkgs., \$550; Liverpool, 12 pkgs., \$234; London, 6 pkgs., \$102; 1,137 pkgs., \$22,380; Manchester, 50 pkgs., \$336; Melbourne, 50 pkgs., \$3,280; Sheffield, 50 pkgs., \$343; Valparaiso, 6 pkgs., \$187; Vera Cruz, 14 pkgs., \$177.

## FEBRUARY 6.

Berlin, 50 pkgs., \$1,876; Bombay, 6 pkgs., \$225; 71 pkgs., \$1,505; Glasgow, 19 pkgs., \$950; Guayaquil, 4 pkgs., \$139; Hamburg, 6 pkgs., \$167; Havana, 11 pkgs., \$302; 10 pkgs., \$318; Havre, 16 pkgs., \$1,275; London, 681 pkgs., \$9,435; Milan, 75 pkgs., \$1,972; Para, 3 pkgs., \$147; St. Petersburg, 9 pkgs., \$453; Vienna, 17 pkgs., \$918.

## FEBRUARY 13.

Brussels, 27 pkgs., \$224; Cape Town, 15 pkgs., \$316; Calcutta, 13 pkgs., \$270; Callao, 4 pkgs., \$480; Corinto, 11 pkgs., \$850; Gilara, 17 pkgs., \$269; Havana, 10 pkgs., \$569; 11 pkgs., \$491; Havre, 10 pkgs., \$263; Hull, 12 pkgs., \$585; London, 16 pkgs., \$205; Liverpool, 50 pkgs., \$326; London, 1 pkgs., \$215; 692 pkgs., \$8,301; Manchester, 11 pkgs., \$213; Para, 42 pkgs., \$889; Porto Cabello, 4 pkgs., \$120; Rio de Janeiro, 10 pkgs., \$1,905; Savanilla, 9 pkgs., \$379; Sydney, 30 pkgs., \$839.

## TOOK TALKING MACHINE OUT OF TOWN.

(Special to The Talking Machine World.)

Detroit, Mich., Feb. 11, 1905.

William Braymer, a farmer, bought a talking machine of H. M. Ziegler, on a contract, paying \$5 down. The contract stated that the instrument was not to be moved from the city. Braymer moved from the city soon afterward and went to several places, being finally located at Cassopolis, where he was arrested. He was found guilty to-day before Justice Batdorff, but as he pleaded ignorance, not having read the contract, his sentence to jail for ten days was suspended for ninety days.

## MUSIC AT THE NORTH POLE.

Proof of the Civilizing Influence of the Talking Machine Submitted by Mr. Hutchinson.

(Special to The Talking Machine World.)

Washington, Feb. 10, 1905.

Joseph H. Hutchinson once was a power in Idaho politics. Now he is a citizen of Alaska. Senator Dubois is his intimate friend and Mr. Hutchinson is visiting him. While here he may be offered as a witness by the prosecution in the Smeat case.

Mr. Hutchinson told a story this evening of a recent trip to Port Barrow, to James S. Evans. From its summit one can look over into Siberia and almost see the North Pole. Port Barrow is the most extreme northern point that ordinary man ever has reached. Esquimaux Indians live



in the vicinity, subsisting on roots, fish and oil. When Mr. Hutchinson was at Port Barrow he and his American companions were started one day to hear an Indian coming slowly among the fire trees softly and musically humming "The Holy City" song. He had its air, its keys, its intonations and its harmony chords well trained in his throat. Its rendition away up there made the white men stand on their feet. The Indian was asked where he had heard the song and his explanation was as simple as it was interesting.

Some months previously a dude prospector had sessions with Port Barrow's "ley" hills. Among his possessions was a phonograph. With it he had seven rolls or disks of music, and among them was "The Holy City." When the prospector got ready to leave he got three grizzly bear skins the Indian possessed, trading the phonograph, which probably cost \$40 originally, for the pelts, worth \$1,000.

"It goes to show," said Mr. Hutchinson, "that music hath charms to soothe the savage breast" even so far north as Port Barrow, where it would seem the weather would freeze and hold and chill every poetic thought or sentiment that had song in it.

Of all the music the Indian had got from the prospector, "The Holy City" struck him most forcibly. And it seemed strange and out of all reason that we should hear that sacred anthem

hummed and rendered pretty away up there amid the snows and the icy crags of the Arctic.

## COMPLAIN OF UNFAIR COMPETITION.

Recognized jobbers have long complained of the unfair competition they are subjected to by small dealers being placed on comparatively the same buying basis as themselves. Measures to remedy the evil have now been taken up by the leading Victor jobbers west, and who are about to make a united effort to remove the always disorganizing catalogue or mail order houses and so-called sub-jobbers from the field as distributors. As the matter now stands it is almost impossible for jobbers to protect their dealers. A regular list of trade discounts to genuine dealers is maintained by the Victor Talking Machine Co., and the jobbers interested in the above movement propose to have their terms enforced as against the guerrillas and bushwackers who are doing so much to disturb and demoralize the business.

## TO EXEMPT FROM TAXATION.

(Special to The Talking Machine World.)

Hartford, Conn., Feb. 13, 1905.

Relief for the devotees of the phonograph was to-day demanded in the presentation of a bill by Major Tilsen at the request of Attorney Andrew T. Bierkan, of New York, by which it is proposed to classify such instruments and supplies as "musical instruments" under the meaning of the statutes. Such action will exempt them from taxation, as coming under the head of household furniture. According to Mr. Bierkan, the sales of phonographs in Connecticut run up to \$10,000 a month.

## BUILT UP A GREAT BUSINESS.

A. D. Matthews' Sons, of 394 Fulton street, Brooklyn, N. Y., have largely increased their talking machine department under the able management of John C. Kelsey. They are making a prominent feature of American records, and report that the trade seems to be highly satisfied with the characteristics and excellence of this make of goods. They have recently been making a thorough canvass of the trade throughout the city of Brooklyn and the adjacent territory in Long Island, and they report trade very good. From a small beginning in the talking machine line this concern has improved and increased this department until it is to-day probably the largest talking machine headquarters in Greater New York.

SAVE TIME. ECONOMIZE SPACE. PREVENT INJURY

## Wire Record Racks

Enable you to keep your stock of records in most convenient form for quick handling.

Keep records clean.  
Keep them in Numerical order.  
Keep them in smallest space.  
No long hunt for the record you want.  
"It's in the rack, or you have not got it."

¶ Made in all sizes for either disc or cylinder records, or made to order to fit any space you may wish to have them occupy. ¶ Circulars, testimonials, prices. Send a postal.

SYRACUSE WIRE WORKS

Department "R."

SYRACUSE, N. Y.

## PAUL H. CROMELIN HONORED

By the Officers and Staff of the Columbia Phonograph Co.—Presented With Gold Watch and Chain—Interesting Event.

In appreciation of the services of Paul H. Cromelin, vice-president of the company, as director of their exhibit at the St. Louis World's Fair, the Columbia Phonograph Co. tendered him a luncheon in the banquet hall of the Waldorf-Astoria, New York, on the last day of 1904, which was attended by the officers and branch managers. After paying a deserved tribute to Mr. Cromelin for his achievements at the Fair, President Easton presented the surprised vice-president with an elegant gold watch and chain as a mark of the esteem in which he is held by his associates.

Mr. Cromelin, in reply, said in part: "I find myself utterly at a loss for suitable words with which to adequately express to you my great appreciation of this unexpected testimonial and for your splendid gift. I can only say that I thank you, one and all. After all the kind things which our president has so graciously said, and as you gentlemen are gathered here from distant parts of the country to participate in this pleasant surprise, I suppose it is 'up to me' to address you; but you have me at a great disadvantage, and I am uncertain as to what should be the subject of my story; but what better can I do than to tell you something of the impressions which the big Fair made upon me, and a few of the lessons learned there." Then the speaker described at length his experiences and detailed a few pertinent observations, concluding as follows:

"It is very kind of our president to speak so graciously concerning my individual work, but I feel certain that given the same or more difficult tasks, any one of you, would have been equally successful. There have been references made in regard to some of the obstacles which I had to overcome. I want you to know that when things looked darkest, and when we were apparently to be made victims at the altar of prejudice, I received an envelope from our president, and on opening it found it contained the following:—

## NEVER GIVE UP THE SHIP!

Genius is only the power of making continuous efforts. It is a between failure and success is so fine that we are often on the line and do not know it. How many a man has thrown up his hands at a time when a little more effort, a little more patience, would have achieved success. As the tide goes clear out, so it comes clear in. In business, sometimes, prospects may seem dark, but in reality they are on the turn. A little more patience, a little more effort, and what seemed hopeless failures turn into glorious success. There is no fail ure, except in not trying. There is no defeat, except from within, in really insurmountable barrier save our own inherent weakness of purpose.

"That was all; but it was an inspiration. I have for years, cherished those strong sentences, and for many years they have hung by my desk. He had instructed his typewriter operator to copy and send them to me, and like the soldier who, receiving a fresh wound, scents the smell of powder and rushes into the thickest of the fray, so I determined to continue my ordinary duties until a most glorious victory; and refusing to believe that there was any really insurmountable barrier, kept on trying, until we finally achieved success."

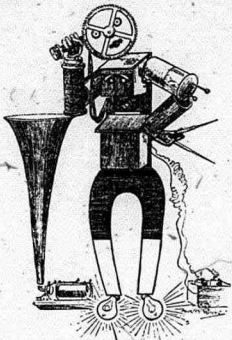
Clever short talks in praise of the guest of honor were also made by Victor H. Emerson, manager of the company's record department; Thomas H. Macdonald, manager of the Bridgeport plant; Kinjoro Ezawa, a Japanese representative, and E. O. Rockwood, secretary of the company.

Among those present were Vice-Presidents George W. Lyle and Edward N. Burns, Elisha K. Camp, of the company's counsel, and the following branch managers: Walter L. Eckhardt, New York store; John H. Dorian, Chicago; Hayward Cleveland, branch A, New York; George Ansley Gustin, Baltimore; W. C. Fuhr, St. Louis; F. E. Winchell, Boston; Henry E. Marschalk, Philadelphia; W. E. Henry, Pittsburg; H. C. Grove, Washington; S. O. A. Murphy, Jr., Buffalo, N. Y.; Arthur F. Tero, Wagoner, Can.; H. A. Yerkes, Detroit; Earl Godwin, Paterson, N. J., also Clement March, S. P. S. Campbell, H. O. Willson and Walter P. Phillips.

## THOS. A. EDISON'S LATEST.

The Great Inventor of the Phonograph Pictured by an Admirer.

The accompanying fantastic sketch is what a comic artist suggests as the latest photograph of Thomas A. Edison. The cut speaks for itself after a crude fashion, depicting his supposed connection in the development of the phono-



graph, telephone and other electrical appliances with which his name and fame are linked. The upright horn, however, owes its origin to another, and it is likely the artist must have had Victor H. Rapke in mind. At any rate the figure is a mechanical mélange, even to the wheels in the head.

## AN ENTERPRISING BROOKLYN HOUSE.

When the American Talking Machine Co. removed from 16-18 Hoyt street to 586 Fulton street, Brooklyn, N. Y., they displayed sound judgment and had an eye to the future. The new location is bound to develop into one of the most desirable business centers in the City of Churches, as they are now close to two of the newest theatres and the proposed entrance to the Manhattan Bridge, and within a block of the million-dollar Academy of Music soon to be erected. The company occupy the entire building, a three-story brick, with a handsome plate-glass front, and running through to 76 Rockwell Place. In addition to a roomy store floor, exhibition rooms are also fitted up in the stories above, where a heavy stock of everything in the talking machine line bearing the Victor mark will be carried. They have several specialties of their own, including a permanent needle, that has finally arrived, it is claimed, and is destined to cut something of a figure in the trade. In fact, the company are making a special announcement about their needles on another page that is worth looking up.

## SOCIETY WOMAN'S JOKE.

Used a Talking Machine Instead of Great Artists in Flesh to Entertain.

A joke perpetrated by a well-known society woman upon her friends is too good to keep, except that the name must be withheld. Be it understood in the first place that she was well able to have treated her guests—Gelsa, Caruso and Sembrich in propria persona had she so desired. However, upon this occasion her invitations were issued announcing these artists in a remarkable programme. When the guests arrived they were ushered into the dimly lighted music room, the object of which was to set forth with more force the display of electric lights which shifted in design and in colors. When the programme opened the guests were astounded by the presence of a talking machine presenting the elaborate programme by the aforementioned artists. This was further carried out at the supper table when each guest was presented with a place card upon which was painted in water colors the trade-mark of the makers.

## DEMONSTRATOR PETIT

Prepares Concert for One of New York's Most Fashionable Homes.

Saturday evening last A. R. Petit, with the Douglas Phonograph Co. superintended a phonograph concert at one of New York's most fashionable homes, the owner of which had pur-



A. R. PETIT CALLING ON THE TRAIL.

chased a \$385 equipment. He prepared a list of over 100 selections from which the guests could make their requests. In addition to this particular sale, Mr. Petit was positive several other outfits of the same kind would follow his demonstration.

Sherman, Clay & Co. took advantage of the visit of Mellia to San Francisco, Cal., on February 7 and 10, to exhibit Victor talking machine records of the diva's voice in their windows, as well as exhibitions in their talking machine department. They are having a splendid sale. The talking machine is adding to its popularity.

## CUT THIS OUT—Send Stamps or Cash.

EDWARD LYMAN BILL, Publisher  
1 Madison Avenue, New York City

Enclosed find Fifty Cents—cash-stamps—for which please send me THE TALKING MACHINE WORLD for one year.

Name

Street Address

Town

Date

State



EDWARD LYMAN BILL, Editor and Proprietor.

J. B. SPILLANE, Managing Editor.

Trade Representatives: Geo. B. KELLER.

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 Philadelphia Office: MINNEAPOLIS and St. Paul:  
 R. W. KAUFFMAN. E. C. TORREY.  
 St. Louis Office: San Francisco Office:  
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NEW YORK, FEBRUARY 15, 1905.

GOD morning, have you read The Talking Machine World? If not, you are not quite up to date in all things worth knowing. The initial issue of The Talking Machine World, has met with much favor, and it would be difficult to name any trade publication, the first issue of which has received a greater showing of good will, than has been manifested toward this publication. But simply good feeling and a desire to see the publication succeed, will not make its success sure or permanent. It needs something more than good will, or kindly wishes; it needs that kind of support which comes from contact with coin of the realm, and if this publication is to succeed, it must be through a constantly enlarging subscription list.

THIS like the last issue furnishes an idea of what kind of a paper we propose to put forth. The intent of the publisher is to furnish a medium to disseminate useful trade news and to draw the manufacturers, jobbers and dealers closer together. Now, we cannot expect to become a large or permanent success without the support and co-operation of all branches of the industry. We emphasize this, because no newspaper institution can win without satisfactory reports from the business department. The first issue has received what to our minds, as trained newspaper men, amounted to an unusual cordiality seldom experienced in the support of a new publication.

FROM the orders which have been steadily pouring in to this office, there is every indication that the paper will receive a subscription list inside of three months which will be unprecedented in the history of trade publications. We need every subscription and all the support that we can get to make this institution a success, and we in turn propose that every subscriber and every advertiser shall have a large and satisfying equivalent for the money invested. We invited criticism of our first issue, and we ask it again, whether favorable or adverse, we shall be very glad to hear from our friends in every section of the country, because it is upon our friends and critics that we shall rely, in a large degree, to make The Talking Ma-

chine World a useful and intelligent adjunct to the industry which it represents. It wears no man's collar, it is independent of any affiliations, and its slogan shall be a square deal to all.

IT would seem from indications that the talking machine industry is not wholly without its disorders. In this respect it seems to be somewhat in line with the music trade wars, for there have been some lively combats in the music line, and it would seem as if in the talking machine industry, there is to be many a lance broken, all of which will not be in a friendly combat.

THE talking machine has marvelous powers which are not entirely appreciated to-day, and its future is indeed a broad one. Recently in Germany it figured in a court trial, the talking machine supplying evidence which was admitted by the court. But in this country, according to a recent report, it has been performing the role of detective. A number of thieves who had been accused of looting some \$50,000 worth of goods within the past year and a half, are now captured, and the telling evidence against them was furnished by a phonograph. One of these had recorded on a new cylinder, which had been inserted by mistake, the words of the accused man during a conference about past and future robberies. It seems the men were in the habit of meeting at the house where the phonograph was found and that one of the members of the band was running the phonograph for his own amusement, and in placing a new record on one of the instruments, a blank cylinder had been inserted by mistake and the recorder turned on. This took down the conversation of the prisoners and will be used as evidence against them in court.

THERE are now different department stores which are placing these instruments in certain rooms to announce special sales. They are used, too, for imparting language lessons, and one preacher who was unable to deliver a funeral oration over one of his congregation had his last tribute to his friend recorded the night before, and the machine was taken to the residence of the deceased, where it told in ringing tones, the preachers eulogies of the departed.

THERE seems to be really no limit to the possibilities of the talking machine. Then, its strictly commercial possibilities are large as well. And it in time may drive the stenographer out of business, for there are many prominent institutions to-day wherein all dictation is done direct to the machines instead of through the mediumship of a shorthand writer.

A SUBSCRIBER asks if the prices of talking machines are liable to be reduced? Now, we should say not. Of course, there may be some cuts here and there, but the tendency will be to keep up prices. In fact, there is every reason why they should be maintained. It costs more for labor and materials, and why should the manufacturers, with the rising tide of costs against them, reduce their prices? We do not predict any such conditions. It will be, on the other hand, hard to raise them, excepting on special lines, and there will be specialties produced from time to time in this industry.

IT is rather interesting to peruse the variety of letters which have reached The Talking Machine World from all sections of the country.

People desire our opinion as to comparative value of the various machines and records. This paper from the start refuses to pose as Judge and jury in the case of talking machine values. We are not advocating any particular machine, but we shall endeavor to do justice to all, therefore we cannot give advice as to which machines should be purchased. The purchasers at retail must have confidence in their local dealers, and the local dealers in turn must repose faith in the jobbers and manufacturers from whom they make their purchases. These numerous inquiries only show that this publication has reached channels far outside of trade circles, and of course, all this sort of publicity helps the talking machine business.

A WRITER asks regarding the life of a record. How long ought a record to last? Well, that depends largely upon the owner and the care that he takes of it. It is said, however, upon excellent authority, that a record has been played for over seven thousand times, and it is in a remarkable condition at the present day. Perhaps this case may have been equaled or exceeded. Possibly some of our readers may have a greater story of record age to relate.

DEALERS should not by any means be satisfied by simply purchasing talking machines without placing extra emphasis upon exhibiting them in an attractive manner. We do not know of a single instance, and we have somewhat of a large acquaintance among the talking machine people, where a room has been fitted up specially for the sale of talking machines which has not been successful in a large way. Talking machine entertainments are naturally a powerful factor in attracting people. Lyon & Healy, of Chicago, have an interesting part of their great establishment fitted up simply for the exhibition of talking machines. In this room are given entertainments of such a character that the hall is filled during business hours when an entertainment is going on. The records, however, are tested in another part of the building, so that there is no interference from people who are simply buying records, and who desire to hear them tested before purchasing.

WE would urge that every dealer place especial emphasis upon the entertainment features of the talking machines. A small proportion of the public really understand the wonderful powers of tone and voice reproduction possessed by these remarkable inventions. If their attention were called to this by the local merchants in some form of neatly printed brochures, asking them to come around and spend a half an hour with some great artist, they would be astounded at the development of the talking machine which many had regarded in the light of a toy. We should say to the dealers, feature, by all means, Get-up special forms of attraction; get the people to remarking about the wonders of the talking machine. Then the selling comes easy.

THE music stores will be large mediums for the distribution of talking machines, but there are many thousands of dealers all over the land, who are selling a great many talking machines who are in no wise identified with the music trade. Now, these men need a medium to keep them informed as to what is going on in the business in which they are directly inter-

ested. They would not pay for an expensive trade publication which devotes at the most a page or two to the talking machine business. They should subscribe to this publication, for it is the only one in America that is devoted exclusively to the interests of the talking machine trade.

It may be that in days to come, occupants of flats will protest against the talking machine in the same way that they have against "the piano nuisance" in the flat and apartment buildings. Charles Lamb tells how many times he wildly escaped from a room where "music" was going on and rushed into the noisiest places of the crowded street "to solace myself with sounds . . . honest, common-life sounds; and the purgatory of the enraged musician becomes my paradise." The complaint against the street piano is chronic; yet to many the "upright piano" within doors is more tormenting by far. In some cities the street-organ music is rigidly censored; yet the person at the upright piano is everywhere permitted full license. One thing is certain in the talking machine just now, and that is it has not become offensive, and with its wonderful powers of development, it would seem that it would be a long while before it is condemned by the public.

THE public demand for talking machines is constantly growing in volume and this impulse is felt in increased orders from dealers to their jobbers and to the manufacturers. The changing popularity of certain selections is not occasioned by any rule, as it is impossible to know in advance what titles are going to be in great demand, and to order accordingly. The best thing to be done is to be quick to seize the public taste and provide to meet it as well as can be. Conditions in this respect have undoubtedly improved. The manufacturers are getting out many late selections and novelties which will be appreciated.

THE foreign trade in talking machines has been extremely large, and what is more, it is expanding in a manner that is surprising even to those who have carefully looked into its possibilities.

## Good Advertising.

I write good Talking Machine advertising—the kind that pays.  
Want to increase your sales?  
Then write me to-day. :: ::

R. E. GRANDFIELD, Fall River, Mass.

If you desire to keep posted on the affairs of the music trade, read

## The Music Trade Review.

the oldest publication of its kind in America, from fifty to sixty pages weekly, covering all departments of trade information.

It won the Grand Prix at the Paris Exposition, 1900; Diploma at Pan-American Exposition, 1901; Silver Medal at Charleston Exposition, 1902; Gold Medal at St. Louis Exposition, 1904.

Subscription, \$2.00; single copies, 10c.

EDWARD LYMAN BILL, Editor and Publisher,  
Office, 1 Madison Avenue, . . . New York.

## REVOLUTION AND EVOLUTION.

Gratifying Evidence in the Improvement of Talking Machines—Some of the Blessings in Store Through Its Mediumship.

Only those who have chanced to hear them can commence to realize the revolution that has taken place in talking machines within the last two years. Most persons have heard the old phonograph with its voice talking, or singing, down a chimney. It was wonderful, startling, but on the whole more curious than practical. Very few were anxious to have more than a small instalment of its performances. But quite lately nearly all the old defects have been swept away. It is an actual fact that on a good machine you can now hear the human voice in song or speech so exactly reproduced that the absence of the living mouth can be detected by the eye alone. Together with this increase in quality, the price of machines and records has so fallen as to be within the reach of every purse. The great lull in the trade was the invention of the moulded record. That is, once you get a good master record and make a mould, it is possible to reproduce duplicates at a nominal cost of material by the hundred thousand. Already it is a distinct and lucrative branch of the musical profession to perform exclusively for the record-maker.

It is now only a question of time, and a short time, too, when a talking machine will be indispensable to every household; and that not only as a source of amusement, but as a help in numberless other directions, as an Australian paper recently remarked. It is on the cheap and perfect record now in sight the politician will speak his condensed speech; and post a copy to every constituent; the parson will post his sermon after preaching it in his study. The shopkeeper will post that enticing speech by which you are induced to buy the latest thing in boot-ware, hat-ware, or back-ware, as the case may be. No one will write letters to anybody; it will be much easier "to graph." The school teacher can so model his system that nearly all can be done by record instruction. Newspapers will give as supplements records in the voice of the famous persons of the day. And it takes no great stretch of fancy to imagine the newspaper itself superseded by the daily record.

Certainly as a means of correspondence even the typewriter will be obsolete when record making is further simplified and cheapened. What lover would not rather talk to the loved one and hear her voice than see her pen marks? What friend will not rather hear the friend's voice than read a lifeless note on paper? The prospect of development is boundless. For teaching purposes universities may be abolished; a trained body of professors can send their lectures to students at the end of the world, and by the same means the student may send replies and questions. The wholesale house of the future will find in the morning's mail not a stack of letters, but records. It will be the duty of clerks to hear these records and dictate an answer on another record. It will thus arise that the future gold medal clerk will not be he who writes a good hand, or is swift with the typewriter, but he who with a clear, distinct voice, competent to make a good record. The customer going into a large store will not need to find a shopman at each counter to describe the merits of a line of goods. He will touch a button near at hand, and a mechanical talker will tell him all he wants to know.

The governor of a State, already largely a figure-head, will be quite unnecessary; his speeches of congratulation on opening a public building or laying a foundation stone are of necessity of such a sameness that one of a baker's dozen of original speeches from King Edward himself, properly recorded, would be a grateful substitute. Better the voice than the shadow of royalty. In law courts the evidence of witnesses and parties in the case will be taken on records with a great saving of time. In the railway carriage every stoppage will announce the name of the station and duration of stop. The business man will not personally interview ordinary callers, who now

critter away his time. In an ante-room a small boy with a stock of appropriate records, made by the principal, will have a reply for everybody.

One great blessing of the new era that many of us may shortly see is the tendency it will have to compress speech; the windy person will be a waste to so much valuable record space. Our politicians, parsons, and public men will have to learn to blue pencil their remarks. Already the talking machine is the greatest blessing that ever came to the dweller in lonely places. By the mere winding of the key he is put in touch with the world's best in the way of music or song. And no one now should learn to play, or sing unless possessed of great natural aptitude, for at their best they will always be so inferior to the machine.

## THE GOLD DOG IN NEW YORK.

The well-known trade-mark of the Victor Co., the gold model made by Tiffany for the St. Louis Exposition, is on exhibition this week in the talking machine department at Siegel-Cooper's. At the World's Fair it attracted thousands of admirers and if anything could further the popularity of the little dog it certainly did. The figure is made of 22-karat gold and represents a fortune in itself. There are many who have wondered how this trade-mark originated and an interesting story is connected with it. When first the possibilities of the instrument were being talked over in London one of the men at the head of the scheme made a record for the purpose of experimenting and one morning while they were talking it over and the testing the record his fox terrier was discovered by L. F. Geisler, of Sherman, Clay & Co., one of the greatest talking machine enthusiasts of this country. In the position which has become a matter of history, Mr. Geisler said in his most characteristic manner: "Well, if that isn't proof enough that the instrument is bound to win out I would like to know what you need. That would make the greatest trade-mark on earth." And it did not take them long to discover that there was a good deal to think about in the suggestion and in this manner the Victor talking machine secured the most striking advertisement ever known in the commercial world.

## NATIONAL PHONOGRAPH CO.'S NEW OFFICES.

The New York office of the National Phonograph Co., removed from 82 Chambers St., occupy the entire fourth floor of the Metropolitan Bank building, 21 Union Square, a modern structure with finest equipment. The fittings, furnishings and decorations are of an attractive, yet substantial character, the woodwork and furniture, in antique oak finish, harmonizing with the warm, rich color scheme and luxurious rugs. The rooms of the executive offices are light and pleasantly located, while the staff have ample accommodations. The city and foreign departments have also facilities denied them from lack of space in the old place. When completed, the company will be in a better position than ever to look after the trade, of which they have the unquestioned reputation of caring for in a manner dealers never cease to praise.

WE MANUFACTURE THE LATEST AND BEST

## SOUND MODIFIER

for all kinds of TALKING MACHINES.



It adds a wonderful improvement to the sound. It produces a soft, natural tone and eradicates all shrill notes.  
This Modifier can regulate the sound as coming from a foot or more distance.  
It is placed between the reproducer and the horn.  
No talking machine is complete without the Modifier.  
The sound can be lowered so that it will not be heard outside the room in which it is used, and yet the tone will be perfect. It is simply a matter of adjustment.  
You will find this specialty indispensable in your business. It can be had at the right price—a low one.  
Write the makers.

LIND & WOLF MFG. CO.,  
12 Chambers Street, NEW YORK.

## CUT ON FREIGHT RATES

On Talking Machine to the Pacific Coast From  
\$4.50 to \$2.25 on Carload Lots.

(Special to The Talking Machine World.)

San Francisco, Cal., Feb. 11, 1905.

Thanks to the tireless labors of Chas. E. Brown, who has charge of the Talk-O-Phone Co.'s interests on the Pacific coast, the railroads have made a cut on transcontinental freight rates on talking machines of from \$4.50 to \$2.25 per 100 pounds, on carload lots of 20,000 pounds, and \$3.24 on carload lots open freight.

Mr. Brown is receiving the congratulations of talking machine men in this section on his success. Considering the fact that he has only been in this section a little over a month, one can get an idea of his hustling propensities. He is steadily expanding the business of his company in this city, and it promises to be one of the most important trade arteries for the output of talk-ophones.

## LYON'S WHOLESALE DEPARTMENT.

(Special to The Talking Machine World.)

Chicago, Ill., Feb. 11, 1905.

Jas. I. Lyons, of this city, has leased the premises at 192-194 Van Buren street, which will be used by him as an exclusive wholesale department. Mr. Lyons is one of the best known talking machine jobbers in the Middle West, and his efforts have always been centered on the jobbing business. He will maintain a retail department at his present location, 73 Fifth avenue.

Mr. Lyons' enviable reputation as a jobber has been made through his carrying every line of talking machines and records made. The American Record Co. have completed arrangements with Mr. Lyons to act as their western distributor for blue records.

Thos. A. Edison, who was recently operated on, is steadily improving. He celebrated his fifty-eighth birthday last week.

## TALK-O-PHONE CO. TO EXPAND.

Officers Elected for the Ensuing Year—Plan to Be Enlarged and New Equipment to Be Installed—Active Campaign Started.

At Toledo, O., on January 27, in the general offices of the company, the following officers of the Talk-O-Phone Co. were elected for the ensuing term: President and treasurer, A. J. Irish; vice-president, G. G. Metzger, a prominent banker; secretary, W. P. Tyler, of Swayne, Hayes & Tyler, a leading mercantile firm of that city. The new board of directors includes the foregoing gentlemen and Nathban A. Fuller and O. C. Reed.

The plant is to be enlarged, and with an entirely new equipment for manufacturing certain talking machine specialties, and developing other patented articles which they own, the outlay will be upward of \$90,000. In fact, when these additions and improvements are completed, the Talk-O-Phone Co. will possess one of the few model factories of its kind in the country. E. P. Hubbell, general manager of the company, is now in New York reorganizing the staff, and hereafter the eastern branch will be under the experienced office management of O. C. Reed. The city trade and large premium houses will be looked after by S. H. Stearns, one of the best equipped men in the business, and who recently relinquished the management of the Chicago office. Paul Hayes is to be Mr. Stearns' side partner, looking after the smaller accounts.

The New York branch, at 244 West 23d street, occupies the entire store floor, 60 x 125 feet, and the basement, which is now being remodeled, decorated and furnished, so that hereafter a complete stock will be carried, where only a comparatively small line could be accommodated in their former restricted quarters. With the room so long needed at their disposal, Mr. Reed stated that at least three carloads of machines and 100 or more records of each selection will always be kept on hand. The office force has also been greatly augmented, and six men will travel out

of New York covering the tributary territory, which practically is everything east of Pittsburg, and including the Canadian provinces to the Gulf. For the present E. W. Shewey will have charge of the Chicago house.

## COLUMBIA AND VICTOR LITIGATION.

Friday last, in the Supreme Court of the District of Columbia, argument was heard in the matter of a preliminary injunction in regard to the award of the grand prize at the St. Louis World's Fair. The so-called jury letter was elaborated upon at length. The application for counter restraining orders was made by the American Graphophone Co. and the Columbia Phonograph Co. against the Victor Talking Machine Co. and John F. Ellis & Co., their Washington agents; and the latter concerns against the former. A cross suit was also brought by the American Graphophone Co. and the Columbia Co. at the same time. The order to show cause why the motions should not be granted was signed Monday. Decision was reserved.

The cases before Judge Lacombe, in the United States Circuit Court, southern district of New York, involving the same issue, and the same parties, with the exception of Ellis, will be allowed to take the usual course, since the court denied the application of both sides. It is likely the Washington decision will be handed down first and may have an important bearing on the New York suits.

## HOW THE TALKING MACHINE WORKED.

The captain of a recruiting vessel recently adopted a novel method of getting natives to enter into contracts with him on the island of Malaya. By securing a talking machine, and before leaving Queensland had a native already engaged on a plantation to talk into it, telling of the good time he was having. This was taken to the native villages and exhibited. The natives flocked to the recruiting ship.

SOLD IN  
BULK  
OR  
PACKED

DO YOU USE

NEEDLES

MADE FROM  
THE BEST  
ENGLISH  
STEEL WIRE

THE NAME SIGNIFIES THE KIND

OUR THREE STYLES

PERFECT

The ordinary size but not the ordinary quality. Excelled by none. Just the right taper to insure the best results.

MEDIUM

Reduces scratch one-half, and gives you a pleasant reproduction between the two extremes—soft and loud.

QUIET

A scratchless needle of superior sweetness of tone. Plays six records without changing and without injury to the records.

FOR USE ON ALL DISC MACHINES

WE  
CAN  
FURNISH  
WITH YOUR  
OWN IMPRINT  
WHEN ORDERED  
IN  
QUANTITY  
LOTS.

QUALITY THE BEST

ORDER TODAY

GET  
OUR  
PRICES  
IN  
QUANTITY.  
IT WILL  
PAY  
YOU.

SAMPLES OF ANY STYLE FORWARDED AT 30c. M.

AMERICAN TALKING MACHINE COMPANY

Distributors of "Victor Machines—Records—Supplies."

586 FULTON STREET,

(BROOKLYN) N. Y. CITY

## THE MANUFACTURE OF HORNS.

Some Interesting Facts Regarding the Development of This Branch of the Talking Machine Business—Successful Efforts to Overcome the Discords and Over-Vibrations.

It is interesting to note the various stages through which the development in the manufacture of horns for talking machines has progressed. In the early history of the business the idea of a horn was simply to get something that would magnify the volume produced by the diaphragm, regardless of the fact that the sound might be distorted by the poor acoustic lines of the horn, or the further fact that sound is the result of vibration, and in itself will produce vibration in surrounding objects.

Where the surrounding object happens to be a horn on a talking machine, if the horn vibrates, it in itself produces a sound which, unfortunately, is not the same as produced by the diaphragm, on account of different density, etc., and the result is a discord, which is not desired, and is harsh and grating on the ear. The obtaining of proper acoustic lines was not a very difficult matter to overcome, as endless experiments on the part of the manufacturers resulted in arriving at the proper proportions, but the counter-vibration in the horn has caused an extensive amount of experimenting and controversy.

The first efforts to overcome this objectionable feature in a horn was to obtain a substance of a fibrous nature that would not so readily vibrate as the case with metal, and an endless variety of horns have been produced in recent years, constructed of wood, paper, hard fiber, paper-mache, and similar substances, but in such cases it has been found, an authority contends, that such fibrous materials tend to absorb a certain amount of vibration produced by the diaphragm, and in place of improving the reproduction, they deaden it, and give a hollow woody effect, far different from the natural tone. While some few manufacturers still continue to make such horns, and have a certain following who believe they are an improvement, the larger manufacturers, the same expert holds, have discontinued producing them, and believe that nothing can approach a metal horn.

Several years ago one of the largest horn manufacturers in this country conceived the idea of applying a fibrous covering to the outside of a metal horn with the object in view of absorbing the counter vibration produced by the metal horn, and not interfere with the musical qualities. Experiments demonstrated that not only was a large amount of the counter vibration absorbed, but the tone was not in the slightest degree distorted and the absence of counter vibration made the tone clear and musical. On account of the silky appearance of the covering used, these horns were called "silk finish" horns.

On making application for letters patent on "silk finish" horns, the Washington authorities first demanded to see a sample. On production of this sample they stated that whereas it was a beautiful article to look at, and as such might be subject to a design patent, the claims desired by the inventor as an improvement in talking machine horns could not be allowed unless he chose to appear before a board of examiners in Washington and demonstrate to their satisfaction that the tone produced by a "silk finish" horn was superior to that produced by any other metal horn without the covering. The inventor of "silk finish" horns appeared before the examining board in Washington with two metal horns of exactly the same size, one "silk finish" and one japanned. After hearing both horns on the same record, the Washington authorities declared the "silk finish" improved the tone, and broad claims for letters patent were allowed. Since starting in to manufacture "silk finish" horns the manufacturers claim that the business has grown in leaps and bounds until to-day "silk finish" horns are a recognized factor in the trade, and many progressive dealers who wish to give their trade the advantage of the best possible results will handle no other style.

## FORTUNES PAID OPERATIC STARS.

Make More Money for Singing for Talking Machines Than From Opera—An Interesting Chat With Manager Goldfinger.

The talking machine departments in the great trade emporiums of New York, are veritable mystic palaces and to watch the expressions on the faces of those who recognize the voice of Melba and other great artists from an indistinct somewhere is very amusing. Such perfection is being achieved in the making of the records that it is small wonder the unwary find themselves bewildered as the familiar sounds waft out. Interested in one of the Melba records the writer heard with pleasure some of the inner workings of the manner in which these records are secured. "Money will buy anything," said Mr. Goldfinger, manager of this department at Siegel-Cooper's, "even Melba's voice, Caruso's best arias and Tamagno's activity. The growth of interest in the talking machine has been perfectly wonderful since the great operatic artists have been induced to sing for the records."

Mr. Goldfinger is responsible for the statement that Caruso is making twice as much out of the royalties of the records sold as he makes out of his season at the Metropolitan Opera House. Melba is even more fortunate than this because she got \$14,000 bonus and an enormous royalty for her songs, while Tamagno, who has long since retired and is living in his own castle, was pointed out of his quiet and induced to give the world a chance to hear him again and in every corner of the globe by means of the wonderful talking machine. That he was paid extravagant prices and draws enormous royalties may well be imagined.

When asked whether people do not prefer the less expensive records, Mr. Goldfinger stated that they willingly pay \$5 for a Melba record or \$2.50 or \$3 for Caruso oftentimes in preference to paying 50 cents for the records of modest American—in fact, it is again demonstrated that the people are willing to pay fancy prices for the foreigners, especially when these foreigners include such names as Caruso, Giraldo, Piancon, Calve, Litvinne, Kubelik, Gadske, Campanari, Scotti and many others.

One of the latest triumphs in the talking machine world is the securing of some selections by Sembrich and also some violin records by Maud Powell. That the Sembrich records will be in demand through the length and breadth of this country may well be understood, for she has an unparalleled reputation and she is very

well known, having crossed the continent in concert tour several times.

It is certain that a great number of musicians derive fine incomes from these sources and it has come to such a point where none of them need be afraid of the loss of prestige through connection with the talking machine, since the precedent is set by the greatest operatic artists of the world, but it must not be believed that everybody can sing successfully into these moults, for it takes very clear enunciation and sharp, distinct emission of tone, and at the present time when even the expression is so realistically produced it takes singers of truly musicianly tastes, quite as much so in fact as if they were facing the public directly.

## OPEN TALKING MACHINE DEPARTMENT.

(Special to The Talking Machine World.)

Green Bay, Wis., Feb. 12, 1905.

The interior of the Gleeson-Loftus Co.'s music store on Washington street is undergoing changes of some importance. Shelving for the storing of 10,000 talking machine records is being installed and the office will be extended south by eight feet westward. In the space just south of the office a talking machine booth is being fitted up. Chairs for the accommodation of visitors will be placed and concerts will be given at all hours.

## THE LANGUAGE INSTRUCTION SYSTEM.

In Wanamaker's talking machine department they are making a great feature of the language instruction system and to realize the possibilities of this method of acquiring languages is to understand that this will revolutionize that branch of study in America. Nor is this all, for the English records that are being sent out to foreign countries are proving quite as interesting to the foreigners; since the phonograph has become a factor in every civilized country on the globe. The Wanamaker establishment is wonderfully equipped to show the Edison phonograph to the best advantage, and the number of language phonographs in use through this department is positively amazing and is ample proof that the people regard the instrument not only as an amusement or as an entertainer, but as an educating power of exceptional importance.

In connection with the advertisement of the Bettini Phonograph Co., appearing on page 23, it should be stated that the "Hymophone" is adapted to all styles and makes of disks.

## S. B. DAVEGA

Jobber in Edison Phonographs and Records

Distributors of Victor Talking Machines

Three distinctive features  
**STOCK  
PRICES  
SERVICE**

My STOCK is sufficiently large, my PRICES always right, superior SERVICE, satisfying the most exacting dealer. NO WAIT—NO RED TAPE

Record Cabinets, Mega Horns, Mega Flower Horns, Metal Flower Horns, Paper Flower Horns. Write for our new prices on Mega Horns.

LARGE and varied assortment of the best selling novelties in Pocket Cutlery, Electric Pocket Lamps and many low-priced novelties that find a ready sale. We can give you many valuable hints to increase your business by the many side lines we carry.

**L. KAISER**  
Director of Talking Machine Department  
(Formerly with The National Phonograph Co.)

**S. B. DAVEGA**  
32 East 14th Street  
Tel. 1357 Gramercy NEW YORK CITY

RECORD BULLETINS FOR MARCH, 1905.

NEW VICTOR RECORDS.

- Numbers beginning with 4 are in 10-in. size. \$1.00 each; \$1.00 per dozen. Numbers beginning with 31 are in 12-in. size. \$1.50 each; \$17.00 per dozen.
- 34024 A. D. M. March. .... Ladies
  - 34025 Zampa (Carnegie). .... Herald
  - 34026 Pump and Circumstances. .... Edgar
  - 34027 Lost. .... Sings
  - 34028 ARTHUR BERRY BAND. .... Arthur Collins
  - 34029 The Old Times of '63. .... Lacey
  - 34030 Wandering March. .... Leonard
  - 34031 Prelude (England). .... Leonard
  - 34032 Lost. .... Victor Bell
  - 34033 THE BERRY BROTHERS. .... Victor Bell
  - 34034 "The Heroic" March. .... Benita
  - 34035 GARDY, PEPPIE, CAINE. .... Gillet
  - 34036 The Old Times of '63. .... Leonard
  - 34037 CHOCHE, DE LA SALLE. .... Gillet
  - 34038 MANDOLIN SOLOS BY SAMUEL MIGNOLI. .... Mignoli
  - 34039 The Wounded March. .... Sings
  - 34040 Mandy, Will You Be My Lady Love. .... Mandy
  - 34041 THE HILLY MARCH. .... Mandy
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NEW COLUMBIA 10-IN. DISC RECORDS.

- 4040 Waltz of the Swallows. .... Curly's Orchestra
- 4041 Duke's Patrol. .... Will C. Pepper
- 4042 The Skaters. .... Columbia Orchestra
- 4043 Kalamazoo. .... No Place for You. .... Arthur Collins
- 4044 What the Brass Band Played. .... J. W. Myers
- 4045 Pear Not Ye, O Israel. .... Alex. W. Penny
- 4046 Kentucky Babe. .... Clara Danforth
- 4047 What a Night. .... Len Spencer and Alf Holt
- 4048 Beautiful Dreamy Eyes. .... Alex. W. Penny
- 4049 Wedding of Uncle Josh and Aunt Nancy. .... Smith, Mr. and Mrs. Cal Stewart and Co.
- 4050 Never. .... Arch. Ave. .... Bob Roberts
- 4051 Let Me Tell You. .... Billy Murray
- 4052 Come Into Me. .... Byron G. Harlan
- 4053 Good-Bye. .... Billy Murray
- 4054 The Old Days. .... Byron G. Harlan
- 4055 The Old Days. .... Byron G. Harlan
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- 4200 The Old Days. .... Byron G. Harlan

LATEST ZON-O-PHONE RECORDS.

- 9484 An Evening Call in Jail. .... Harlan and Stanley
- 9485 Back Back. .... Harlan and Stanley
- 9486 Bingle. .... Harlan and Stanley
- 9487 Bridge. .... Harlan and Stanley
- 9488 Carry Me Back to Old Virginia. .... Harlan and Stanley
- 9489 Dixie Girl. .... Harlan and Stanley
- 9490 Carry Me Back to Old Virginia. .... Harlan and Stanley
- 9491 Hummin' Bird. .... Harlan and Stanley
- 9492 I'm Wearing My Heart Away for You. .... Harlan and Stanley
- 9493 Little Rustic Cottage by the Stream. .... Harlan and Stanley
- 9494 Make a Fool of Me. .... Harlan and Stanley
- 9495 Mamma's Boy. .... Harlan and Stanley
- 9496 Night and Day. .... Harlan and Stanley
- 9497 Paraphrase on "Nearer My God to Thee". .... Harlan and Stanley
- 9498 Peppercorn Julia. .... Harlan and Stanley
- 9499 Popular Air. .... Harlan and Stanley
- 9500 Piccolo Song. .... Harlan and Stanley
- 9501 Royal Italian March. .... Harlan and Stanley
- 9502 Some in a Country Blacksmith Shop. .... Harlan and Stanley
- 9503 Selections from "The Bohemian". .... Harlan and Stanley
- 9504 There's a What in the Air. .... Harlan and Stanley
- 9505 There's a What in the Air. .... Harlan and Stanley
- 9506 Villanella Waltz. .... Harlan and Stanley
- 9507 Villanella Waltz. .... Harlan and Stanley
- 9508 Villanella Waltz. .... Harlan and Stanley
- 9509 Villanella Waltz. .... Harlan and Stanley
- 9510 Villanella Waltz. .... Harlan and Stanley

NEW COLUMBIA "XP" CYLINDER RECORDS.

- 55072 Under the Banner of Victory March. .... Columbia Orchestra
- 55073 Pear Not Ye, O Israel. .... Columbia Orchestra
- 55074 What a Night. .... Len Spencer and Alf Holt
- 55075 Beautiful Dreamy Eyes. .... Alex. W. Penny
- 55076 Wedding of Uncle Josh and Aunt Nancy. .... Smith, Mr. and Mrs. Cal Stewart and Co.
- 55077 The boys gather for a jollification. .... Clara Danforth
- 55078 "Tape" is sound. .... Henry Burr
- 55079 American. .... George Alexander
- 55080 Don't Ask Notkin'. .... Bob Roberts
- 55081 Never. .... Arch. Ave. .... Bob Roberts
- 55082 Sings by Nat White in "A Son of Rest". .... Bob Roberts
- 55083 Dipomat March. .... Chas. P. Lowe
- 55084 Xylophone Solo. .... Chas. P. Lowe
- 55085 Xylophone Solo. .... Chas. P. Lowe
- 55086 Xylophone Solo. .... Chas. P. Lowe
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- 55100 Xylophone Solo. .... Chas. P. Lowe



**LEADERS IN**  
**CYLINDER**  
**AND**  
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**RECORD CABINETS**

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**THE UDELL WORKS**  
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## TIMELY TALKS ON TIMELY TOPICS.

We have seen recently a novelty in the disk record line. It is called the Nosophone record, and aims to do away with the wearing of the needle point. It consists of a paste-board disk with an upper coating of celluloid. The indentations in the spiral groove are vertical, commonly spoken of as the "hill and hollow" cut, as differing from the lateral indentations, or "zigzag" cut. For this new record a round sapphire point is used in the reproducer, and the inventor claims that neither the record nor the point shows appreciable wear in the reproduction. Several methods may be used to manufacture these records, and the system is known as the Dr. Michaelis system. Patents have been obtained in England, Austria, Italy, Russia and Germany.

The train announcer, that picturesque figure so familiar to American travelers, may soon be relegated to the past. One of the leading railroads is said to be now considering the feasibility of using the talking machine to warn passengers when their train is about to start. This is one of those tardily accomplished facts of which the inventor has dreamed for years and for which he will cease to hope, after a decade or so, that it would ever become a realization. Nearly thirty years ago, when Edison was exhibiting his old tin foil cylindered phonograph and the crowd got weary of his predictions he would revive their waning interest by telling them the time would come when the phonograph would replace the train announcer and would shout in stentorian tones: "This way for Newark. Railway. Trenton and Philadelphia."

In a lion-sounding talking machine, which has been shown in private and awaits perfecting on certain minor points only, while the resonance has been markedly intensified, the imperfections of the record are not reproduced in like proportions? The mechanism is said to be simple for producing the magnified results, and its utility for many purposes is multifarious.

Needles are an important item in the talking machine business. Their sales are astounding when quantity is considered. For instance,

one salesman astonished his employers when he came in from two calls and with orders for 1,500,000 needles. On a month's trip through the country, calling only on the principal jobbers, he sold 60,000,000, which opened the eyes of his house still wider. The current year a round 100,000,000 are expected to be disposed of. One of the "big four" last year made a sales record of 500,000,000.

Record bulletins de luxe for use by private owners of high grade talking machines is one of the latest developments in the business. The selections cover the most costly records, and the arrangement, printing and general embellishment of these luxurious catalogues are in keeping throughout.

Another departure from "Phonograph Row" on Chambers street, New York, is dependent now upon the selection of a suitable location much further uptown. The aim is to get in the neighborhood of the swell shopping district, and carry on both a retail and wholesale trade.

Discussing the volume and value of the business transacted by the music trade of Chicago during the past twelve months the Chicago Record says: "The trade has shown several developments, chief of which have been the advance of the phonograph machines to the dignity of genuine musical instruments. Fully \$1,000,000 worth of these instruments have been sold in Chicago in the last year, it is said."

Based on experiments conducted by Prof. Sylvester B. Judd, a project is mooted among scientific men to secure talking machine records of the songs of birds, the roars and cries of mammals and all available animal notes for the purpose, primarily, of assisting nature study in American public schools. Dr. Judd inaugurated the work by securing the songs of several species of birds. Meeting with some difficulty in obtaining the recording cylinder necessary for his purposes, he succeeded in manufacturing one himself, and then patiently taught a captive brown thrasher (*Harpophynchus rufus*) to sing into the horn.

At first, the sound of the revolving apparatus disconcerted the thrasher. Removing the recording stylus, the scientist let the cylinder revolve indefinitely, until the bird became accustomed to the whirr. After a little the thrasher, known also as the brown thrush, resumed its singing, and then the graphophone was adjusted to secure a record. From a nearby hiding-place the ornithologist controlled the revolutions of the cylinder by means of a wire, shutting off the current the moment the thrasher's song became weak or faltering. In this way was secured a perfect record of this bird's exquisite melody. Its volume and time were pronounced facilities by the American Ornithologists' Union, before whose session the talking machine record was produced.

A correspondent writes to The Talking Machine World asking whether it is not possible to do away entirely with the scratching of the needle on the disk? We have spoken to several people on the subject and it seems that the remedy is to be found more in the improvement of the record surface than in a modification of the sound box. It is almost impossible to produce a disk record without scratch, but much improvement has been made along this line, and in time perfection is certain to be attained. In order to avoid in part the evil complained of it would be well to use a properly balanced sound box, the best quality of needles and then use each needle only once. This question of scratching is being given much attention by manufacturers. It is not an easy matter to remedy and one must be governed by the machine, needles and care taken in the playing and the use of the record.

A dead man sang at his own funeral in Cork, Ireland, the other day. A talking machine was placed on the lid of the coffin. When the religious ceremonies were over the talking machine was turned on, and the mourners in the church listened to the dead man's voice rendering the final Requiem of the Absolution.

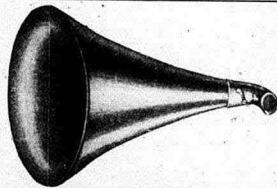
While a talking machine hired by the school-mistress of a village in southern Russia, was playing popular airs for the amusement of the children, the local policeman seized it as an "unclean and unlawful thing" and placed it in the lock-up. One cannot understand why, of course, but then, one often finds it difficult to understand the workings of the official mind, especially in Russian.

Speaking of horns it is largely a matter of individual preference. Some regard paper or fiber horns with large bells as better than metal, while others regard the latter as superior. The size of horns depends on the size of the room in which the phonograph is being played, but it is held that 20-inch or 25-inch being enough for general use.

Kingara Ezawa, who is an important factor in talking-machine affairs in Japan, recently told of two significant sales his house had made just prior to his departure from Tokio. One was to Baron Y. Iwasaki, who is known as the Vanderbilt of Japan, and which consisted of fifty All graphophones and three dozen records, each of which he gave to the government for the use of the soldiers in Manchuria. Another sale was to Baron K. Iwasaki and was of the same size, the goods to be used for a similar purpose.

Perlman & Rosansky, who are the financial backing of the Holophone Disk & Cylinder Record Co., New York, are also among the largest retailers in talking machines on the lower east side. In their new record enterprise a list of fair size has already been issued, to be followed by additions monthly. They find it difficult to obtain the proper talent, as they are working in rather a restricted field. Mr. Rosansky, president of the company, in chatting with The Talking Machine World, last week said: "To be

## The "VICTOR" Always in the Lead!



"Cutting off the end of a Mega horn and attaching it to a Victor talking machine, it is claimed the resonance is increased fully 50 per cent. The originator says it is 'one of the best things ever.'"—The Talking Machine World for January.

THE VICTOR TRUMPET  
A SYNCHRONIZING HORN

THE TRUMPET HAS A VOICE. THE BEST HORN FOR VOCAL RECORDS EVER MADE—PRICE, \$6.  
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Descriptive pamphlet on application.

## THE GRAND PRIZE FOR TALKING MACHINES

at the Louisiana Purchase Exposition, St. Louis, Mo., has been

Awarded to the Victor Talking Machine Co.

THE VICTOR DISTRIBUTING  
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77 CHAMBERS STREET,

NEW YORK

sure, the large companies are putting out Hebrew records, but as a matter of fact, they have little conception what the Hebrew people want. We, being one of them, know their tastes and desires, and are supplying this demand as rapidly as possible. Our records of sacred music are really wonderful. Machines are selling fast, and when we are able to furnish records correspondingly they will increase still more."

The record stall sale made by a prominent jobber to one of the wealthiest men in the country, footed up nearly \$500,000—all Victor goods. The purchase included a \$100 machine—mahogany cabinet, gold-plated—and a lot of American and foreign "Red Seal," Melba and Tormagno records, some under \$1.50 each. The largest previous retail sale is said not to have exceeded \$200. Andrew Carnegie, J. Pierpont Morgan, and other men of vast fortune are all in possession of a complete talking machine outfit—needless to say of the best type.

Replying to an inquiry how to place the instruments in taking records of band music, an authority says: "The brass instruments, such as the tubas and altos, are placed at a distance of three to five feet from the horn. The trombones about eight feet and raised about two feet from the floor so that they will focus the recording horn properly. Cornets are placed between the trombones, at a distance of from eight to nine feet. The piccolos have a position of from two and three feet from the horn and the clarinets are raised two or three feet from the floor and lined up in two rows, one on each side of the horn, blowing across. The snare drums are placed two or three feet away and are never allowed to play except when they have a solo part. Bass drums and cymbals should never be used, as they have a tendency to fog the record."

Since November last the Douglas Phonograph Co., New York, have increased their business fully

500 per cent., having sold 10,000 Victor records and a large lot of Edison goods. Their January trade equaled that of December, the best month in the year. To accommodate their heavy stock the company will put up a gallery on both sides of their store, eight feet wide, and make other improvements necessitated by their rapid expansion. A new disk rack, of novel design, the idea of Messrs. Henkel and Petit, to hold 7, 10 and 12-inch records, will be soon ready for the market.

The National Phonograph Co. have forty-six Edison moulded records in Chinese. Their bulletin conveying this information bears a semblance to a laundry ticket. Among the selections which include song and orchestra, are these odd titles: "Assembly on a Sand Bank," "To Visit a Friend," "Traveling by the West Lake," "Chu Lun Collects Rents," "An Old Valet Carries a Letter," "A Wise Man in the Snow," "The Death of Coong Wing," "To Celebrate Long Life and Present a Son," the latter a band record.

The first tin-foil phonograph ever made by Edison is said to have been sent to Mr. Preece, now Sir William Preece, of London. It was accompanied by instructions how to work it, and when the handle was turned Sir William reproduced the following message from Edison: "Preece, how do you like my phonograph?"

The annual meeting of the stockholders of the American Graphophone Co. of which the Columbia Phonograph Co. are the sole sales agent, was held recently in Bridgeport, Conn. The report of the directors was presented and it showed that the total earnings for the year ended September 30, 1904, were \$729,925.19. The business of the Columbia Phonograph Co. has increased so rapidly during the year that the American Graphophone Co. have found it necessary to add largely to their plant in order to provide the goods the Columbia Co. sells. The enlargement of the

great factory still continues. Nevertheless night work is the rule in order to keep up with orders. The time will come, doubtless, when the full city block which the company owns will be covered with building devoted to manufacturing exclusively.

A new cylinder talking machine is being completed in which the mandrel moves, while the horn and stylus, or needle, remain stationary. It has other improvements, the originator claims, to recommend it as a superior operating mechanism to the trade.

Where the report came from no one seems to know definitely, but it is said a New York firm, well known as makers of high price records, is offering its laboratory for sale. The equipment is up-to-date, and the reputation of the house one of the best.

In remodeling their store the Hickok Music Co., Poughkeepsie, N. Y., will entirely reft their talking machine department, to which double the space it formerly occupied will be allotted. The entire interior will be finished in white and gold, and the most improved system for handling both cylinder and disk records is to be installed.

H. S. Short has just opened a new store at 707 Fulton Street, Brooklyn, N. Y., and will handle Edison and Victor goods exclusively. He has an excellent location, and being an experienced talking machine man has every prospect of doing a profitable business.

Messrs. Metcalf Bros., of Milwaukee, Wis., are remodeling their store, and when finished, it will be one of the best equipped talking machine shops in the Northwest. A balcony around three sides of the room will contain a novel arrangement of stock record cases, especially constructed to carry their large and complete stock of the "Blue" disk records of the American Record Co. and the Edison "Gold Moulded" cylinder records.

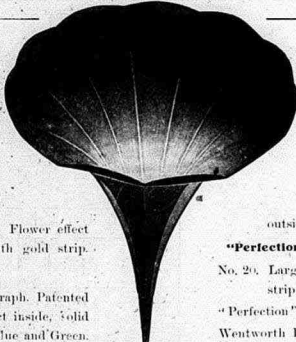
## 100,000 RECORDS ALWAYS IN STOCK

<b>JOBBERS</b> <b>EDISON</b> PHONOGRAPHS RECORDS, ETC. GENERAL SUPPLIES FOR CYLINDER MACHINES	<h3>Douglas Phonograph Company</h3> <p>MANUFACTURERS "PERFECTION" SUPPLIES, ETC.          RETAIL WHOLESALE EXPORT</p> <p>Salesroom, 89 Chambers Street          Cable Address, Doughphone, N. Y.          Largest "Exclusive" Talking Machine Jobbers in the World.</p> <p style="text-align: right;">New York</p>	<b>DISTRIBUTORS</b> <b>VICTOR</b> TALKING MACHINES RECORDS, ETC. GENERAL SUPPLIES FOR DISC MACHINES
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### "PERFECTION" FIBRE HORN"

Patent applied for.

- No. 1. Large size for Phonograph. Flower effect inside and out. Colors—Red, Blue and Green.
- No. 2. Large size for Phonograph. Flower effect inside, solid color outside with gold strip. Colors—Red, Blue and Green.
- No. 10. Steel Flower Horn for Phonograph. Patented 1904. Large size flower effect inside, solid color outside. Colors—Red, Blue and Green.



### "PERFECTION" FIBRE HORN For Victor Taper Arm

Patent applied for.

- No. 3. Small size for Victor 2nd.
- No. 4. Large size for Victor 3rd, 4th and 5th. Color—Black outside, Gold Red inside.
- "Perfection" Steel Horn for Victor Taper Arm.
- No. 20. Large size only. Color—Black outside, Gold strip Red inside.
- "Perfection" Repair Tool for Concert Sound Box.
- Wentworth Folding Stand for Phonograph

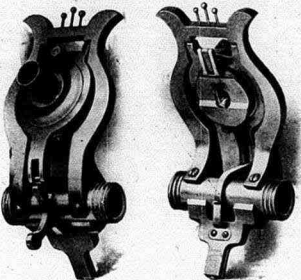
THE PERFECTION NEEDLE for Disc Records. Quality and Tone Production Unequaled. We guarantee this needle to make a record last longer and give better results than any needle made. Send for Sample and prove our statement.

## LATEST AND NEWEST SPECIALTIES.

## THE NEW LYRIC REPRODUCER.

For years it has been held, by many talking machine experts, that every record contains more music than any one has ever been able to get out of it and, as improvements in reproducers have been made, from time to time, by the experimentalists in the employ of the Columbia Phonograph Co., this has been more generally admitted. The latest in this line is the Lyric reproducer just placed on the market.

The new reproducer with which the AZ grapho-



FRONT VIEW.

BACK VIEW.

phone is equipped is a marvel, for it disproves the assertion, so persistently repeated by many, that no reproduction can be greatly increased in volume, without correspondingly decreasing the quality of the tone. As a matter of fact records reproduced with the Lyric reproducer are not only louder but they are more brilliant and more distinct. Instead of losing any of their sweetness, they gain in that respect and they are as notable for their tunefulness and absence of blast as they are for their smooth and resonant tones.

## A NEW INVENTION IN PHONOGRAPH APPLIANCES.

Referring to the brief description in the last issue of The Talking Machine World of his sound distributor, Victor H. Rapko writes as follows: "It is now about five years since the phonograph has become an important article of manufacture and commerce, and during that time many improvements have been made in the appliances incident to its use.

"The little ear-tubes have given place to the great megaphones, and manufacturers have been constantly experimenting to accomplish the best possible reproduction of sound. While many valuable improvements have been applied with success in some particular respect, the greatest difficulty was the seeming impossibility of distributing the sound so that in an extensive space all of our audience could hear with equal satisfaction.

"The principles of physics have been studied and instruments have been devised to reduce vibrations that might interfere with the sound waves, but the difficulty still presented itself. The discovery recently of my sound-distributor solves the problem, after I, as well as many others, experimented for years. My invention is as simple as it is remarkable. The appliance in question, which I just patented, holds the megaphone of a phonograph or other talking machine in an upright position so as to cast the sound directly to the ceiling, by which it is reflected evenly to every part of a room, with the result that everyone within hearing distance can hear with the same effect. The most curious result is that the harshness that strikes the ear of one standing close to the megaphone is entirely removed. The new instrument is a model of simplicity and is so arranged that all friction is

avoided, as the upright horn travels along the cylinder of disk record."

Experts who have tested Mr. Rapko's theory and invention have expressed their unqualified approval of the device which they declare is one of the most important of its kind in recent years.

## LIND &amp; WOLF'S SOUND MODIFIER.

A specialty that is steadily growing in favor with talking machine dealers and jobbers is the new Lind & Wolf sound modifier, an appliance for regulating sound and improving tone quality, advertised elsewhere in this issue. Ever since the birth of the talking machine some such device as this has been demanded. Lind & Wolf have long been experimenting and are confident they have solved the difficulty by the production of a device that must merit the approval of all interested.

This modifier can be regulated while the record is revolving and without the slightest inconvenience to the listener or operator. When turned on in full, it not only eliminates all shrill notes, but improves the tone wonderfully, at the same time maintaining the cover, natural melody. By gradually shutting it off, the sound will minimize to so small a degree as to apparently bring the selection playing from a far distant point.

It is very simple in operation, being placed between the reproducer and horn, and is made for all talking machines, to which it can be readily adjusted. It has appealed to all who have heard it, and in turn have unreservedly given it the name of perfection. The makers are the Lind & Wolf Mfg. Co., 12 Chambers street, New York, N. Y.

## HE RECOVERED THE NEEDLES.

Last fall Emil Berr, the talking machine dealer of Perth, Ill., missed a package of 1,000 graphophone needles from his store. He had long given them up as lost. Last week a small boy called at his place of business and offered to sell them for 10 cents. He said he had gotten them from a man. Mr. Berr bought the needles, but he is pretty certain they originally belonged to him.

## WIRE RECORD RACKS.

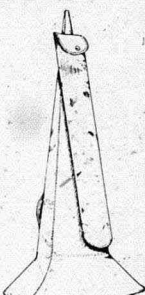
Among the specialties which are decidedly novel and useful, is the wire record rack, made by the Syracuse Wire Works Co., Syracuse, N. Y. The rack is particularly designed for the larger dealer who carries a quantity of one number record. It possesses many admirable features. It is light, strong, durable and compact. It will be found to be a most useful adjunct to any dealer's store. It will not collect dust and there are six openings to a square foot. In the rack illustrated herewith each opening will hold three records. Largest ones hold four and five records. This adherent many features also racks for disk records. In fact they can supply anything wanted in the line of racks.

## THE WALDECK RECORD BOX

Siegfried Waldeck, located at 2802 Third Avenue, New York, has invented and patented an automatic peg which fits itself to conform with the bore of a record insuring against any play, holding the record firm. It is also often occurring in the ordinary box equipped with "rog" pegs; all risk eliminated in using the Waldeck peg-box.

## MACKINTOSH HORN COVERS.

Every convenience is now being looked after in either improve, facilitate the handling of or



protect talking machine goods of every description. One of the greatest and most greatly appreciated specialties in the line is the "Perfection" mackintosh horn cover, manufactured by the Douglas Phonograph Co., 89 Chambers street, New York. With these water-proof and wear-proof covers one can carry the phonograph or horn about in all kinds of weather without danger of any damage. They also preserve the tone. They are made for standard and Triumph horns. Prices are quite reasonable and dealers handling them declare they find ready sale.

## TALKING MACHINE RECORD CABINETS.

The Salter Manufacturing Co., 102 108 North Oakley Avenue, Chicago, are preparing to bring out a line of talking machine record cabinets and will have samples and photographs ready about March 1. The company have been large manufacturers of music cabinets for many years and the arrangements of their new line will be awaited with interest by the trade.

## MADE BY NICOLE FRERES.

New York, Jan. 30, 1905.

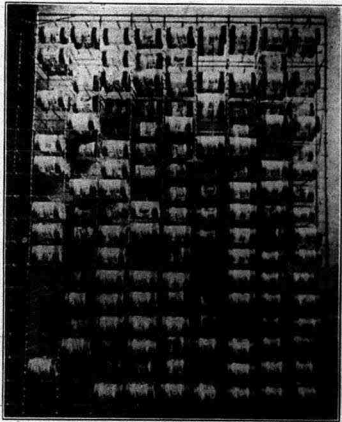
Editor The Talking Machine World.

We would be very thankful to you if you could inform us who makes the Nicole phonograph plates. This information is wanted to answer an inquiry received at this office. Thanking you in anticipation of your courtesy, we are very truly yours,

THE NATIONAL ASSOCIATION OF MANUFACTURERS.

A. J. W.

[The Nicole (paper) phonograph plates are manufactured by Nicole Freres, 21 Elie Place, London Eng.—Editor The Talking Machine World.]



RECORD RACK MADE BY SYRACUSE WIRE WORKS CO.

## TALKING MACHINE MEN ORGANIZE.

Paul Helfer Elected President, With a Strong Board of Officers—A Witty Reporter of The World Tells the Story of the Meeting.

As stated exclusively in the January Talking Machine World, a number of New York dealers, principally on the upper east side of the city, had met to organize a local association for mutual benefit and trade advantages. Several sessions of more or less import have been held since, and on Jan. 22 the board of officers were completed, with Paul Helfer, 1557 Third avenue, as president; vice-president, Sigmund Waldock; recording secretary, Solomon Lazarus; financial secretary, J. Conhugh; treasurer, Alfred Weiss; sergeants-at-arms, A. J. Staudte. A special meeting was held, the succeeding evening at which the desirability of having jobbers as associated members was warmly debated. February 5 a fourth session was in order, but owing to the lack of a quorum an adjournment was taken for two weeks, namely, February 19.

The Evening World, from which the accompanying cartoon is taken, had this droll account of the association's meeting, whereat "Paul Helfer Receives a Machine Nomination," to wit: "The phonograph records have declared themselves in combination for mutual benefit. Records of a dozen different makes have organized themselves into the Greater New York Retail Dealers' Talking Machine Association, and the mechanical voices will hold their first regular meeting on the evening of February 5 at Assembly Cafe, 1563 Third avenue. In the history of combinations and trusts no such organizing methods were ever used. A phonograph with a brass horn and a mezzo soprano squeak called the meeting to order. It began:

"Fellow records, we are here assembled surrounded by a few of the original 3,261 oldest settlers of Yorkville, who desire that we combine. You will note the august presence of Paul Helfer, one of the 3,261, though he don't look it. He is the original phonograph man, and no voice

scratches more sweetly on our waxy integument than his. But he is modest, retiring and diffident, as others of our vocal scribbles about us are. I nominate this kindly man for the post of president of our combination."

"Immediately there was a whirl on another table and a little black-muzzled phonograph snorted: "Our brass muzzled brother is out of order. Paul Helfer is not the original phonograph man. The original phonograph man died of astonishment when he heard his voice-came back to him in sweet metallic tones. Paul Helfer has his voice filed every time he talks on a record. We are responsible for his honeyed tones and his dulcet, coaxing voice."

"The disturbing machine was cut short by a dozen squeaks, and a silver horn, after three wheezes, coughed: "There is a disturber in our midst. Some one has rung in a record made out of non-union wax. I second the nomination of Paul Helfer as president of the organization. All in favor of it say 'aye.'" Immediately there was a mechanical convulsion, and all but the non-union record squeaked 'aye'."

"Paul Helfer got up and bowed to the assembled machines. Then he courtseyed gracefully to his brother dealers, who sat 'silent and sad-faced about their various talking machines. While the genial Mr. Helfer was bowing, a machine bearing seven Yorkville coats of arms, insignia of the first thousand of the 3,261 oldest settlers got into play and wound out: "I nominate Paul Helfer for alderman. He is the handsomest man in the thirtieth assembly district, and has kissed more 'babies than Congressman Goldfingers'. All the graphophones chuckled with soft clicks, but the non-union record screamed that the nomination was out of order. Getting down to business again the officers of the com-

bination were nominated and elected. The details of the organization were then completed, which a big, snore-voiced phonograph announced."

E. A. & A. G. Schoettel, makers of acoustic filter specialties, Maspeth, N. Y., have engaged the services of L. Kaiser, who will act in the capacity of local representative and will call on the members of the trade.

Joseph P. Atkinson, father of Albert W. Atkinson, general manager of the Victor Talking Machine Co., Philadelphia, died while visiting Palmyra recently.



## RAPKE SOUND DISTRIBUTER

(PATENT APPLIED FOR)

LATEST AND BEST IMPROVEMENT  
IN TALKING MACHINE DEVICES

### Brackets, Stands and Cranes Entirely Superseded

By the use of the RAPKE SOUND DISTRIBUTER the Horn is suspended vertically over the machine, so that the sound is uniformly reflected, evenly distributed and greatly purified. Foreign imperfections and scratchings absorbed.

Samples of the Sound Distributors for cylinder machines ready March 1. Jobbers will be notified when the Rapke Sound Distributer for disc machines will be ready for delivery. Apply to **your jobber for further** information and prices.

No progressive dealer can afford to be without Rapke's New Numbers (with or without titles) for Edison's Gold Moulded Records. Ask for **free samples** and try them.

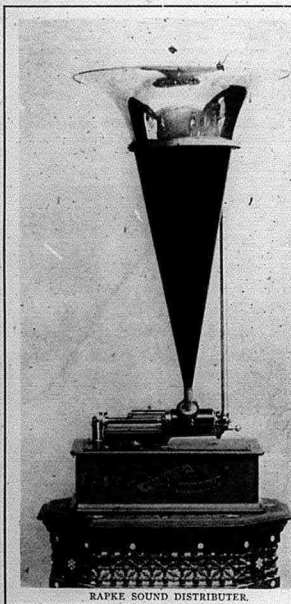
I also supply jobbers with the "Dealer's Order Blank" for Edison Records, as issued monthly, in any quantity at cost. Orders for blanks should be placed a month in advance.

For further particulars, prices, etc., address

## VICTOR H. RAPKE

1661 Second Avenue, New York City

Jobber in Edison Phonographs, Records and Talking Machine Specialties of every description.





(Special to The Talking Machine World.)

London, Eng., Feb. 3, 1905.

A case of unusual interest not only to talking machine people in this country, but in the United States, was heard in one of our local courts recently. It was a prosecution under the Merchandise Marks Act by the Gramophone & Typewriter Co., Ltd., and Mme. Melba, the famous operatic artist, against Chas. W. Howell, 175 John Street Road, Clarkenwell, for unlawfully applying a false trade description, viz., the word "Melba," to a sound producing disk machine and sound producing gramophone-boxes, and also for offering the same for sale.

A. J. Walter, attorney for the plaintiffs, said that some months ago the company made arrangements with Mme. Melba under which she sang a large number of songs into the instrument. She was directly interested in the matter, having a profit on the sale of the records—a royalty under agreement. The defendant had placed on the market a talking machine sound box bearing the name of "Melba," and this was what the prosecution complained of.

Sydney Dixon, manager to the Gramophone Co., said they had a large sale of Melba records, and had spent £4,000 in advertising them in three months.

Cross-examined: The word "Melba" was applied to the record only. The defendant's sound box would reproduce a "Melba" record, but in order to do so the "Melba" record would have to be purchased of the Gramophone Co.

Magistrate Reynolds: I see by the agreement that Mme. Melba undertakes not to sing into any other talking machine.

Mr. Colam, attorney for the defendant, submitted that the prosecution had no case under the act. It could not be said that Mme. Melba was carrying on a business, and that her name was a trade description. No one would think that a "Melba" sound-box was the production of Mme. Melba. The name was used as one might use the name of "Shakespeare" or "Dickens." They might have called this sound-box the "Nightingale."

The Court: Perhaps you are willing to change the name to Nightingale? (Laughter.)

Mr. Colam: No, sir. We have done nothing unlawful.

The court said he would consider the question, and give judgment at a future occasion.

The court found against the defendant, being of opinion that the sound-box and the record were so connected in the mind of the purchaser that the defendants might obtain advantage at the expense of the prosecutors. He imposed a fine of £20 (£100) with ten guineas (\$52.50) costs, and directed that the defendant's sound-boxes should be deposited with the court pending appeal, and that no further "Melba" sound-boxes should be produced meanwhile.

Mr. Colam said he would appeal.

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Phonogram Duval, Limited (82,685), was registered November 26th, with a capital of £15,000 in £1 shares, to acquire from M. and Madame Duval, the goodwill of the business carried on by them at 8 Faubourg Montmartre, Paris, for the manufacture and sale of phonographs and gramophones and of cylinders, discs and other accessories. For the same, to acquire from A. G. Curphy the American and Canadian patents in respect of a new sound-box; to adopt agreements with L. A. O. Duval and Blanche C. Duval, and with said A. G. Curphy, and to carry on the above-mentioned business, and that of banks, capitalists, financiers, promoters, etc. Minimum cash subscription, £1,200. The first directors are: H. W. Daniel, M. E. de Neveu, and Madame B. Duval. Remuneration, 10 per cent. of the net divisible. London office, 15 Arundel street, W. C.

A great many of the dealers and jobbers here state that customers are most desirous of securing longer records, that is, about two or three times as long as the present standard size. In this way band pieces and songs might be heard in their entirety, affording a greater degree of pleasure. But when the dealers bring up the matter of cost, there is, of course, the usual objection. And here's the rub! The object is apparently is a good machine at a popular price and grand concert records, double the present length, and sold practically at the same price. This, of course, is a matter for the manufacturers, but when the recent reduction cost of records is taken into consideration, it would seem that it is not easy to satisfy the public appetite.

The value of a name was recently illustrated here when a letter mailed in a provincial town bearing the words "Columbia Firm, London," was delivered without the slightest detail by first post next morning to the Columbia Phonograph Co., and it was intended for them, too.

## EXERCISES A MORAL INFLUENCE.

A Big Call for Talking Machines in Washington from Sailors and Boatmen—Entertainers and Helpers.

(Special to The Talking Machine World.)

Washington, D. C., Feb. 13, 1905.

The talking machine has found a big market among sailors and boatmen who by some dealers are classed as their best customers. The manager of one of these establishments to-day said: "I don't know why it is, but our best customers are those who earn their living upon the waters. I have only recently filled an order for several I supplied for the Dolphin, prior to which time I supplied the Navy Yard and five or six vessels of the navy." In some cases the sailors have clubbed together and bought them, while in other cases the officers have invested in them.

"To-day the crew of every sailing vessel, from a big four master to a Chesapeake Bay tug, is almost certain to have a talking machine, and I venture to say that six or seven out of every ten boats of the Chesapeake oyster fleet are as well provided for. The vessels that come to Washington loaded with ice from the Kennebec River are also supplied.

"The best part of it all is that such instruments are a decided moral benefit to those on shipboard. The lives of sailors are lives of dreary solitude and hard work, and this is the reason why, as soon as they reach land, they make for some low dance hall, where there is a barrel organ, a cracked piano or accordion grinding out music of a character more villainous even than the surroundings in which it is played.

"With a talking machine on board all this is changed. The ship may be in mid-Atlantic or in the solitudes of the South Pacific, thousands of miles distant from the home port, yet it makes no difference; as soon as the sailor's watch is finished and he has in a measure solaced himself with a hearty meal and a pipeful of plug or Trichinopoly a few turns of the crank will transport him back to civilization."

## DETROIT'S TALKING MACHINE TRADE.

Total for the Year Among Music Dealers Will Amount to 15 Per Cent. of Actual Business.

(Special to The Talking Machine World.)

Detroit, Mich., Feb. 6, 1905.

During the past two years the talking machine business has assumed a very important phase in this city. Grinnell Bros. are among the small army of dealers who have devoted considerable attention to the development of this branch of their business, and the volume of their trade in talking machines is unusually large. Judging from the plans now being perfected, the talking machine business of this city, among the music trade men, will total up about 15 per cent. of the total business done. This statement may seem extravagant, but it is only necessary to go into the matter deeply to realize the growth of this business and its position today.

## MCGREAL BROS. BUY STOCK.

Purchase Stock of Milwaukee Talking Machine Co.

(Special to The Talking Machine World.)

Milwaukee, Wis., Feb. 10, 1905.

McGreal Bros., dealers in talking machines and phonographs, recently purchased the entire stock of the Milwaukee Talking Machine Co., 411 Grand avenue. The machines have been removed to the quarters of the McGreal Bros. company, 173 Third street. For the greater part the stock consists of Victor talking machines and Edison phonographs and records. The exchange was a result of the retirement of A. F. Sandler, manager of the Milwaukee Talking Machine Co.

Patience—Did you ever get a kiss through the talking machine?

Patrice—Oh, yes! It's like having a dollar in your mind.

## THE SOFTERTONE ATTACHMENTS AND NEEDLES

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



The SOFTERTONE ATTACHMENT is an invention to hold a special needle known as the SOFTERTONE. The purpose of this needle is to reduce the over-tone in the reproduction of Records.

SOFTERTONE NEEDLES are particularly well adapted for use in homes and small apartments where the full volume of tone is not desirable.

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

### PLAYS SIX RECORDS

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

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

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

FOR SALE BY

# LYON & HEALY CHICAGO

## CONTINUES ON ITS ONWARD SWEEP

Does the Talking Machine Business in the Twin Cities—Interesting Talk With the Leading Dealers and Jobbers in This Line.

(Special to The Talking Machine World.)

Minneapolis and St. Paul, Feb. 10, 1905.

The remarkable development in the talking machine business has been a surprise to every one engaged in the music trades. Up to two years ago the trade in the Twin Cities was comparatively insignificant. But in the past twelve months it has gone forward by leaps and bounds, and still continues in its onward sweep.

The reason for this, as stated by a close observer of events, is the fact that the public has learned that the talking machine can no longer be classed as a toy; that there are possibilities in it—for amusement as well as culture, and that even now it has reached a point where it has received cognizance in the music world.

"We cannot get stock fast enough," said the manager of the talking machine department for W. J. Dyer & Bro., of St. Paul. This present demand, it was added, was largely for records, and though a large shipment had been received the latter part of January, on Saturday they were all sold.

W. J. Dyer & Bro. do both a retail and jobbing business in talking machines, handling the Victor and Edison. Their business during 1904 showed an increase of 130 per cent. over the previous year. It was in anticipation of this development in the business that they provided last summer additional space for this department on the fourth floor of their building, one feature being a concert room seating over 250 people. Of this main room there are smaller salesrooms. Here, during the past winter, several concerts have been given to audiences packing the concert hall.

The biggest development of the business, however, has been in Minneapolis, as, of course, would be expected, being the largest city. Up to last March, however, those handling talking machines were the Columbia Phonograph Co. and T. C. Hough, an exclusive dealer in the instruments. Since then two of the largest department stores have engaged in the business, and two or three small musical merchandise dealers.

The New England Furniture & Carpet Co. was the first to take hold in March, 1904. That company handles the Victor exclusively, has been giving concerts daily, and spent thousands of dollars in advertising. The department has proven a success from the beginning and is the most profitable of any in the store. The president of the company, W. L. Harris, is at the head of the leading business organizations in the city, and associated with every effort tending toward the musical as well as civil development in Minneapolis. He has given two or three private Victor concerts, which have been very formal affairs, his guests being the elite of the city, and the appointments for which were of a kind that go only with very formal receptions. Naturally, these gave a great impetus to the trade, of which his firm has reaped the benefit. Mr. Harris anticipates a greater development even during the present year than was shown during 1904. Their January business was reported three times larger than had been anticipated.

W. S. Donaldson & Co.'s department store, the largest in Minneapolis, opened a talking machine department in November, with Roy A. Edgson as manager. A very liberal amount of space was devoted to this line on the fourth floor of their building, and here is carried a very large stock of records and machines, including the Victor, Edison and Columbia. The results achieved so far have been highly satisfactory, and said to more than justify the initial expense.

The Columbia Phonograph Co. maintain a large store in Minneapolis, employing quite a number of clerks, and operate a department in the Golden Rule, of St. Paul, one of the largest department stores in that city. The latter was greatly increased in size last summer, with splendid results. Jay H. Wheeler, the local

manager, reports a big development in the business; also that purchasers of smaller instruments are changing them for larger ones.

On Monday evening, January 16th, Mr. Loucks, of the Minnesota Phonograph Co.; Mr. Malms, of W. J. Dyer & Bro., and Mr. Wheeler, of the Columbia Phonograph Co., all of St. Paul, Minn., entertained Mr. C. W. Noyes, the genial salesman of the American Record Co. Mr. Noyes is a great favorite with the western trade, and is familiarly known as "The Indian Record Man." They talked shop and drank hot lemonade, and defied a temperature out of doors of 39 degrees below zero.

## DUTY ON SAPPHIRE JEWELS

For Talking Machines Fixed at Ten and Not Thirty-five Per Cent. Ad Valorem.

(Special to The Talking Machine World.)

Washington, D. C., Feb. 10, 1905.

Small sapphire jewels intended for use in the construction of talking machines are dutiable either directly or by similitude as precious stones at the rate of 10 per cent. ad valorem under paragraph 435, act of July 24, 1897, and not at 25 per cent. ad valorem under paragraph 97 of said act. The full text of the decision bearing on this protest made against the assessment of duty by the New York collector, rendered on January 31, by United States General Appraisers, follows:

"The merchandise covered by these protests consists of small sapphire jewels intended for use as pivots in the construction of phonograph instruments by the Edison phonograph works. Duty was assessed upon the merchandise by the collector at the rate of 25 per cent. ad valorem under the provision of paragraph 97, act of July 24, 1897, for manufactures of mineral substances. The importers seek relief under paragraph 435, and claim 10 per cent. ad valorem as the rate applicable to the sapphire blanks in question. In G. A. 5382, the board held that similar merchandise was dutiable at 10 per cent. ad valorem under paragraph 435 as precious stones cut but not set. A subsequent decision to the same effect, in re American Express Co., upon review by the Circuit Court for the southern district of New York, affirmed the board, which affirmation was acquiesced in by the Treasury Department. Upon the authority of this decision, we sustain the protests and reverse the collector's decision in each case."

## FIRE CAUSES NO DELAY.

The Victor Talking Machine Co. at Work Again in All Departments.

(Special to The Talking Machine World.)

Philadelphia, Pa., Feb. 11, 1905.

The \$14,000 fire at the Victor Talking Machine Works in Camden, last week, did not handicap that firm in the least. The fire was fully covered by insurance, and the business was transferred to another part of the factory so that there was no delay in getting out work. The firm are just about completing their new factory in Camden, which has been built at a cost of \$200,000. As soon as it is finished they will move their offices from the Commonwealth building in this city, to the new Camden factory. They expect to get over there about the first of May.

The firm are having particular success with their Sembrich records. They have met with an enthusiastic reception, and the sales have been very large. Mme. Sembrich has sent the firm the following: "I wish to express my entire satisfaction with the records you have made of my voice, and also to tell you that the machine sent me has been a source of great pleasure. The reproduction of the selection I sent you are wonderfully lifelike. The high tones are rendered by your 'Victor' in an astonishingly clear and firm manner."

If you have not yet entered your name as a subscriber do so at once.

## MUCH KINDLY APPRECIATION

Of the Efforts of the Publishers of The Talking Machine World to Give the Trade a Representative Organ.

More than five hundred communications enclosing subscriptions for The Talking Machine World were received since its appearance last month. Almost all of these letters have had something complimentary to say regarding this publication. Space prevents us from publishing these communications, but we give some extracts from a few which show the good will of our subscribers and their good wishes for the success of this enterprise:

James K. O'Dea, Paterson, N. J.—"Enclosed find fifty cents in stamps for one year's subscription to your paper. I think it is very bright and interesting, and something this particular line required. Wishing you every success for your new publication."

The American Record Co., New York, N. Y.—"We wish to extend our most hearty congratulations upon the appearance of your first issue of The Talking Machine World. We are hearing favorable comments on all sides and believe that the future looks very promising for you. We had you enclosed fifty cents for our subscription."

Lyons & Healy, Chicago, Ill.—"Enclosed please find the amount of subscription to The Talking Machine World for one year. I congratulate you upon the timely appearance of this new publication. The talking machine trade has long needed a paper of such a high order."

Indiana Talking Machine Co., Indianapolis, Ind.—"Enclosed please find our check for fifty cents in payment for one year's subscription to The Talking Machine World. We believe the paper will be a big help to the jobbers and dealers handling talking machines throughout the country."

A. P. Demarest, Hackensack, N. J.—"Enclosed find fifty stamps, for which please send me The Talking Machine World for one year. Your first issue is all right; keep the good work going."

Hawthorne & Shibley, Philadelphia, Pa.—"We desire to extend you our hearty congratulations on the first issue of your new publication. The general make up is good, and the reading matter interesting and instructive. There is unquestionably a growing demand for a publication of this nature, and if you preserve the same high standard you have started out with, we predict a wonderful success for your paper. Unbiased information regarding the trade situation in the talking machine business is something every dealer has a crying need for, and we wish you every success in your enterprise."

J. W. Jenkins Sons Music Co., Kansas City, Mo.—"I enclose herewith fifty cents in stamps for which please send my subscription for The Talking Machine World. I am indeed pleased to learn that a paper in the interest of talking machine business is to be published. Wishing you the best of success for your paper."

G. E. Bennett, Lamar, Ark.—"Enclosed please find order for subscription to 'World.' Just what I have been waiting for. I predict a brilliant success for your journal."

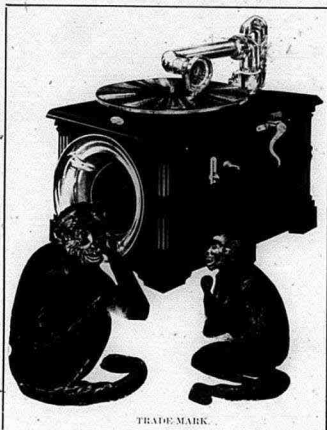
The Nashville Talking Machine Co., Nashville, Tenn.—"I enclose fifty cents in stamps for your subscription. Have long felt the need of something on this order and trust your future publications will be as good as one just received."

Benjamin Whittier Co., Cincinnati, O.—"We wish to congratulate you on the new paper, 'The Talking Machine World.' The first number is a surprisingly good one and we feel sure the talking machine companies of the country will take a great interest in it."—R. H. Wurlltzer.

## PHONOGRAPH PLAYS WEDDING MARCH.

The first pair to employ a phonograph to discuss the nuptial music were married at Jersey Shore, Pa., the other day. The bride was Miss Clara Bobst and the bridegroom T. B. Moon, of Bradford. A large phonograph played Lehengrin's wedding march.

# The HYMNOPHONE



TRADE MARK

## *The Latest Phonographic Improvement in Machines*

The superiority of the Hymnophone over any talking machine on the market is at once apparent.

The Hymnophone has reached the highest efficiency, surpassing all other machines in tone qualities, compactness, grace and beauty.

The greatest fault with all machines now on the market lies in the horn, which destroys the contour of the machine and consumes an amount of space disproportionate to its utility.

### THE HYMNOPHONE CONTAINS THE HORN WITHIN ITSELF

We invite inspection at

## BETTINI PHONOGRAPH CO.

Sole American and Canadian Agents

80 CHAMBERS STREET, NEW YORK

# The MIRAPHONE

*TWO INSTRUMENTS IN ONE. Combines the*  
MIRA MUSIC BOX and VICTOR TALKING MACHINE




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This is something that should appeal to all dealers in Talking Machines, and opens a new field for them.

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WRITE FOR CATALOGUE

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## JACOT MUSIC BOX CO., 39 Union Square NEW YORK

*The Oldest Music Box House in the United States.*



TRADE MARK  
Thomas A. Edison

# The Public Wants Edison Phonographs and Edison Gold Moulded Records

NEVER before have Edison Phonographs and Records been in so great demand as at present, and their popularity is daily increasing.

Every talking machine dealer should have the Edison line; in fact, he cannot meet the demand of his patrons without it.

Dealers wanted in every live city and town. Write to-day for trade discounts and selling conditions to

## NATIONAL PHONOGRAPH CO.

Sales Dept., ORANGE, N. J.

31 UNION SQUARE, NEW YORK

304 WABASH AVENUE, CHICAGO

or any of the following Jobbers:

**ALABAMA.**  
BIRMINGHAM—The Ray Co.; The Talking Machine Co.  
MOBILE—W. H. Reynolds.

**CALIFORNIA.**  
SAN FRANCISCO—Peter Baicalupi.

**COLORADO.**  
DENVER—Denver Dry Goods Co.

**CONNECTICUT.**  
MIDDLETOWN—Calkins & Post Co.  
HARTFORD—Harry Jackson.  
NEW HAVEN—Pardee-Ellenberger Co.

**DISTRICT OF COLUMBIA.**  
WASHINGTON—E. H. Truapp & Sons Co.; S. Kamm, Sone & Co.

**ILLINOIS.**  
CHICAGO—James L. Lyons; Siegel-Casper Co.; Talking Machine Co.; The Vim Co.; Montgomery Ward & Co.; Rudolph Wenzinger Co.  
PEORIA—Peoria Phonograph Co.

**INDIANA.**  
INDIANAPOLIS—Craig Day Co.; Kipp Bros. Co.; A. B. Wahl Co.  
LAFAYETTE—A. B. Wahl Co.

**IOWA.**  
DES MOINES—Hopkins Bros. Co.; The Vim Co.  
FORT DODGE—Early Music House.

**KENTUCKY.**  
LOUISVILLE—The Ray Co.

**LOUISIANA.**  
NEW ORLEANS—William Bailey; National Automatic Fire-Alarm Co.; The Ray Co.

**MAINE.**  
BANGOR—S. L. Crosby Co.  
PORTLAND—W. H. Ross & Son.

**MASSACHUSETTS.**  
BOSTON—Boston Cycle & Sundry Co.; Eastern Talking Machine Co.; Ives Johnson Sporting Goods Co.; Read & Reid.  
FITZBURY—Ives Johnson Sporting Goods Co.  
LOWELL—Thomas Wardell.  
WORCESTER—Ives Johnson Sporting Goods Co.

**MICHIGAN.**  
DETROIT—American Phono. Co.; Grinnell Bros.; The Ray Co.; SAGINAW—Morley Bros.

**MINNESOTA.**  
MINNEAPOLIS—Thomas C. Hough.  
ST. PAUL—W. J. Iyer & Bro.; Minnesota Phonograph Co.

**MISSOURI.**  
KANSAS CITY—J. W. Inokine's Sons Music Co.; The Ray Co.  
ST. LOUIS—Curry Co.; O. K. Honck Piano Co.; The Ray Co.

**NEBRASKA.**  
LINCOLN—H. E. Sidles Cycle Co.  
OMAHA—Omaha Bicycle Co.; Nebraska Cycle Co.

**NEW JERSEY.**  
HOBOKEN—Eclipse Phono. Co.  
NEWARK—A. O. Pettit.  
PATTERSON—James K. Otten.  
TRENTON—Stoll Blank Book and Stationery Co.

**NEW YORK.**  
ALBANY—Finch & Hahn.  
BROOKLYN—Chapman & Co.; A. D. Matthews' Sons; Price Phonograph Co.

REPTA—E. A. Powers.  
ELMIRA—Elmira Arms Co.  
GLOVERSVILLE—American Phonograph Co.  
KINGSTON—Forsyth & Davis.  
NEW YORK CITY—Herald Phonograph Co.; Blackman Talking Machine Co.; J. F. Blackman & Son; J. Davoga, Jr.; S. B. Davoga; Davoga Phono. Co.; H. S. Gordon; Harry Jackson; Jacot Music Box Co.; Victor H. Rinker; Siegel-Casper Co.; John Wamsucker.  
POUGHKEEPSIE—Price Phonograph Co.

ROCHESTER—A. J. Peninger; Mackle Piano, Sewing & M. Co.; Gibbs H. Miller; Talking Machine Co.  
SCHENECTADY—Finch & Hahn; Jay A. Ripart & Co.  
SYRACUSE—W. D. Andrews.  
TROY—Finch & Hahn; Troy Automobile Exchange.  
UTICA—Clark-Herrick Co.; Arthur F. Ferriss; William Harrison; Utica Cycle Co.

**OHIO.**  
CANTON—Klein & Heffeman Co.  
CINCINNATI—Hess & Co.; The Ray Co.; A. B. Wahl Co.; Rudolph CLEVELAND—W. J. Roberts, Jr.  
COLUMBUS—Perry B. Whitsett Co.  
DAYTON—Nichaus & Bohne.  
EAST LIVERPOOL—Smith & Phillips Music Co.  
NEWARK—Hoover Bath Co., Inc.  
TOLLEDO—Hayes Music Co.

**PENNSYLVANIA.**  
ALLEGHENY—Henry Brann.  
ALLENTOWN—G. Anshbach.  
EASTON—William Werner.  
PHILADELPHIA—C. J. Heppie & Son; L. H. Ross; Four Phonograph Co.; John Wamsucker; Wells Phonograph Co.; Western Electric Co.; H. A. Weymann & Son.  
HARRISBURG—Theos. F. Hamberger.  
PITTSBURGH—Theos. F. Hamberger, Inc.; Kaufmann Bros.; H. Klesher & Bro.; C. C. Meiler Co.; Futsberg Phono. Co.  
READING—Reading Phonograph Co.  
SCRANTON—Ackerman & Co.; Technical Supply Co.

**RHODE ISLAND.**  
PAWTUCKET—Pawtucket Furniture Co.  
PROVIDENCE—J. M. Dean Co.; J. A. Foster Co.; Household Furniture Co.; J. Samuels & Bro.; A. T. Scattergood & Co.

**TENNESSEE.**  
KNOXVILLE—Knoxville Typewriter and Phonograph Co.  
MEMPHIS—O. K. Houck Piano Co.; The Ray Co.  
NASHVILLE—Nashville Talking Machine Co.; The Ray Co.

**TEXAS.**  
DALLAS—C. B. Harris, Act.  
FORT WORTH—Gumlings, Shepherd & HOUSTON—H. M. Holloman Co.

**VIRGINIA.**  
RICHMOND—The Ray Co.

**WISCONSIN.**  
MILWAUKEE—McGraw Sons Co.

**CANADA.**  
TORONTO—R. S. Williams & Sons Co., Ltd.