

The TALKING MACHINE WORLD

AND
NOVELTY
NEWS

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



DUTCH ROOM, HIGHLAND HOTEL, BOSTON, MASS., SHOWING "REGAL."

decidedly ornamental in all places of public resort. A dealer can interest a great many lines in his respective locality. The instruments require no attention and have musical features far beyond the ordinary.

We can tell you of many dealers who have had splendid financial results from the "Regal."

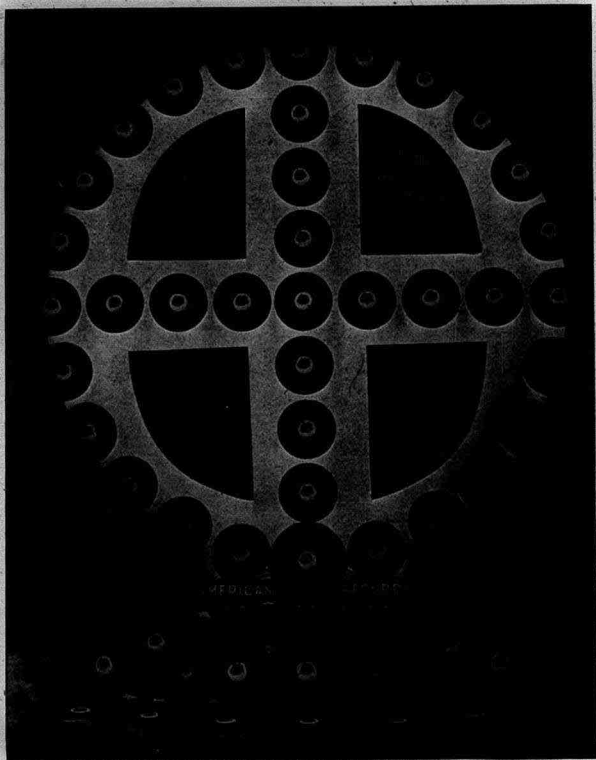
The interior views shown on this page will give an idea of the entertainment features of the "Regal." Talking Machine dealers will find the "Regal" a splendid medium through which their income may be materially increased. There will be a steady stream of nickels coming their way.

These players are most attractively gotten up and are



SHOWING "REGAL" IN NUTE'S DRUG STORE, COLUMBUS AVE. AND DARTMOUTH ST., BOSTON, MASS.

The Regal Piano and Player Company
889 SOUTHERN BOULEVARD, NEW YORK



American Records and American Flag effectively displayed
in a New Haven store window.

AMERICAN RECORD COMPANY HAWTHORNE, SHEBLE & PRESCOTT

SALES MANAGERS

SPRINGFIELD, :: :: :: MASS.

The Talking Machine World

Vol. I. No. 7.

New York, July 15, 1905.

Price Five Cents



(Special to The Talking Machine World.)

London, Eng., July 4, 1905.

It is a matter of general regret that the talking machine men of this city could not see their way to come together for the betterment of the craft in remedying many of the evils which exist regarding prices and other matters which need consideration. The situation at present is succinctly told in a communication from Alfred Badcombe, secretary pro tem of the proposed Talking Machine Trade Association, who said:

"In my provisional capacity of honorary secretary to the proposed Talking Machine Trades Association, I am being inundated with inquiries from interested dealers who desire information as to the present state of affairs, and as to the probable date of the incorporation of the association. I accordingly think it wise to inform the talking machine trade that a meeting of the sub-committee was held on the 15th inst. at the offices of the Gramophone and Typewriter, Ltd., 21, City Road, with Mr. Birnbaum in the chair, to consider the articles of association submitted by Nelson Saffuel (of Barnett Samuel & Sons, Ltd.). The chairman announced, however, on behalf of his firm, that the Gramophone Co. proposed to take no active part whatever in the formation of the association, and had decided to withdraw from the movement for the present. Mr. Birnbaum's action having received the support of Frank Dorian (on behalf of the Columbia Phonograph Co.), and James H. White (on behalf of the National Phonograph Co.), it has been decided, for the present, to abandon the idea of forming a trades association; it having been conceded on all sides that such a body could not be truly representative so long as three leading manufacturing firms were dissociated with it."

In the great evangelical movement which is spreading over Great Britain, the talking machine is destined to play an important part as an aid in bringing back to the Christian fold those who have wandered away, or who never realize the blessings of Christianity. I notice that the Federation of Evangelical Free Churches are arranging to send a talking machine and three dozen or more records to organizations in rural districts, to the end that they use them at their meetings. In this way they will bring into the smaller sections of the country the voice and the eloquence of noted preachers, and this, with a certain amount of imagination which is always to be found in gatherings of this kind, will insure satisfactory results. It is expected.

The editors and leader writers in the daily papers, not only in London but in the provinces, are evidently totally ignorant of the important place which the talking machine occupies in the world of to-day. They love to write silly puns about the machine, which to those who know the facts only evoke pity for their ignorance. But nevertheless the propagation of this silly stuff is apt to do damage, inasmuch as it may hinder people from buying or considering the talking machine, which to-day has won a place that is distinctly its own in the musical world. The attitude of these papers, while not intentionally antagonistic, is certainly not helpful to our industry. It illustrates why new ideas make such progress in the States as compared with our country. Hence it is shown how journals de-

voted to the talking machine interests fulfil their mission in setting right the public mind.

Sir J. G. Tollemache Sinclair, Bart., recently offered to supply a talking machine and thirty records to the Board of Guardians in London on condition that it would be used one hour daily. His purpose was to cheer, console and brighten the lives of those who take refuge in the workhouse. Many of the boards have shown their appreciation of this generous gift, but the Hampstead Board of Guardians, composed very largely of clergymen and retired army officers, were afraid, evidently, that too much pleasure would be injected into the lives of those unfortunate inmates, and therefore refused the proposition on the ground that the "talking machine was a vulgar instrument." Could there be a greater display of ignorance and lack of broad-mindedness than is here displayed? It is evident that some people are still living in the "dark ages," and if they occupy positions of authority those under them must certainly suffer. The Board of Guardians of Hampstead are a disgrace and the word "tyrants" might, with all safety, be substituted for "guardians."

Russell Hunting, who was well known in New York in years ago, is making rapid headway here. The Russell Hunting Record Co. have now very fine quarters in City Road, where they are making a specialty of master records.

The Gramophone and Typewriter Co., Ltd., held their annual outing the last week of the month. There was quite a crowd present, who embarked on the launch "Princess Beatrice" and proceeded through Datchet and Windsor, to Bray, where a very delightful luncheon was enjoyed at the George Hotel.

The Crown Princess of Germany has ordered from the Gramophone Co., through their Berlin offices, a Motha gramophone and a selection of red label records.

The Odeon Disk Talking Machine Co. have moved to new and larger quarters at 14 Hamself street, Jewin street, E. C., where they will have much-needed facilities to enlarge their business.

Valabhdas Reinchoridas & Co., Bombay, will in future be known by the name of Valabhdas Lakhmidas & Co. There is no change in the proprietary; the alteration in the name is merely intended to denote the fact that Lakhmidas Rowji Talasee is a partner in the concern.

One of the most enterprising jobbers of talking machines and records in the North of Ireland is T. Edens Osborne, of Belfast. He is working up quite a business in the Emerald Isle with the Edison and Columbia goods, and is making a splendid showing. The Irish are great lovers of the talking machine, and it is impossible to journey through that beautiful country without being convinced of this fact. In the homes as well as in concerts and outdoor entertainments, the talking machine is much in use.

The trustees of the British Museum have expressed their willingness to receive carefully selected phonographic records of the voices of distinguished living men. The records will be for posterity only, and will in no circumstance be available for contemporary use.

Marcus A. Miller, of the Bettini Phonograph Co., and who has exploited a number of English and German specialties in the talking machine line, returned last week from a protracted conference with Col. Irish, of the Talk-o-phone Co., Toledo, O.

OUR FOREIGN CUSTOMERS.

Amount and Value of Talking Machines Shipped Abroad from the Port of New York.

(Special to The Talking Machine World.)

Washington, D. C., July 13, 1905.

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

JUNE 19.

Berlin, 14 pkgs., \$202; Brüssel, 4 pkgs., \$208; Callao, 5 pkgs., \$620; Egypt, 5 pkgs., \$225; Glasgow, 2 pkgs., \$290; Hamburg, 73 pkgs., \$7,000; Havana, 23 pkgs., \$544; Liège, 113 pkgs., \$2,637; Havre, 26 pkgs., \$789; La Guayra, 6 pkgs., \$120; London, 3 pkgs., \$150; 180 pkgs., \$3,578; Matanzas, 14 pkgs., \$221; Milan, 10 pkgs., \$515; Palermo, 6 pkgs., \$600; Port Limon, 7 pkgs., \$237; Santiago, 29 pkgs., \$602; Savanilla, 4 pkgs., \$118; Valparaiso, 56 pkgs., \$2,725; 40 pkgs., \$463.

JUNE 26.

Berlin, 77 pkgs., \$2,386; Buenos Ayres, 40 pkgs., \$1,000; Callao, 6 pkgs., \$510; Glasgow, 12 pkgs., \$1,000; Guatnamo, 15 pkgs., \$235; Hamburg, 7 pkgs., \$110; Havana, 8 pkgs., \$253; 8 pkgs., \$225; Havre, 21 pkgs., \$1,235; Kingston, 9 pkgs., \$143; Leeds, 2 pkgs., \$102; Lisbon, 4 pkgs., \$296; Liverpool, 4 pkgs., \$197; London, 25 pkgs., \$2,650; 62 pkgs., \$2,201; Maracaibo, 2 pkgs., \$150; Montevideo, 46 pkgs., \$3,338; Oporto, 17 pkgs., \$379; Para, 9 pkgs., \$353; Progresso, 17 pkgs., \$175; Rio de Janeiro, 4 pkgs., \$181; Sagua La Grande, 38 pkgs., \$797; Santiago, 22 pkgs., \$500; Sourabaya, 7 pkgs., \$406; St. Johns, 15 pkgs., \$181; St. Petersburg, 12 pkgs., \$4,162; Sydney, 185 pkgs., \$4,162; Vienna, 3 pkgs., \$128.

Berlin, 151 pkgs., \$3,824; Bombay, 35 pkgs., \$620; 109 pkgs., \$4,825; Callao, 2 pkgs., \$230; Glasgow, 13 pkgs., \$329; Havana, 13 pkgs., \$753; 34 pkgs., \$1,209; Havre, 3 pkgs., \$270; Kingston, 11 pkgs., \$150; La Guayra, 7 pkgs., \$113; London, 2 pkgs., \$123; 132 pkgs., \$3,510; Manila, 4 pkgs., \$161; Milan, 20 pkgs., \$654; Montevideo, 26 pkgs., \$244; Panama, 3 pkgs., \$101; Progresso, 6 pkgs., \$132; Santos, 26 pkgs., \$1,602; St. Petersburg, 7 pkgs., \$338; Tampico, 9 pkgs., \$270; Vienna, 9 pkgs., \$401.

JULY 10.

Auckland, 23 packages, \$1,565; Bombay, 15 pkgs., \$752; Callao, 6 pkgs., \$590; Colon, 7 pkgs., \$164; Guayaquil, 9 pkgs., 163; 8 pkgs., \$221; Havana, 16 pkgs., \$278; Havre, 10 pkgs., \$555; London, 114 pkgs., \$3,135; Melbourne, 41 pkgs., \$961; Oporto, 9 pkgs., \$278; Rio de Janeiro, 26 pkgs., \$2,179; Valparaiso, 13 pkgs., \$1,636.

C. Wood, in charge of the talking machine department of the Hahn Co., Newark, N. J., writes he finds an increase of 25 per cent. in the business over previous years. With traveling men Manager Wood is considered the prince of courtesy, and they firmly believe that under his skillful supervision the department should be one of the finest East.

Elbridge Johnson, president of the Victor Talking Machine Co., Camden, N. J., will return from abroad in about a month. He has been in Europe since June 1.

Good Impressions!

Good Impressions are lasting.
My ads make good Impressions on buyers.
Write on business stationery for specimens—it's free.
Write to-day.

R. E. GRANDFIELD, Fall River, Mass.
P. O. Box No. 285.

100,000 RECORDS ALWAYS IN STOCK

JOBBERS

EDISON

PHONOGRAPHS
RECORDS, ETC.

GENERAL SUPPLIES
FOR
CYLINDER MACHINES

Douglas Phonograph Company

MANUFACTURERS "PERFECTION" SUPPLIES, ETC.
RETAIL WHOLESALE—EXPORT

Sale Room, 89 Chambers Street

Cable Address: Douglasphon, N. Y.

New York

Largest Exclusive Talking Machine Jobbers in the World.

DISTRIBUTORS

VICTOR

TALKING MACHINES
RECORDS, ETC.

GENERAL SUPPLIES
FOR
DISC MACHINES



SOMETHING NEW

Is the order of the day in the Talking Machine Trade. This month we offer our

Perfection Combination Victor Talking Machine

In three styles of finish—Rookwood, Vernis Martin, Marquetrie.

The promptness with which orders were placed by both Jobbers and Dealers who have seen this outfit has been most encouraging and demonstrates that we have again anticipated a popular demand.

Order now. We are sold ahead and cannot guarantee shipment prior to August 1st, on orders not already placed.



NOTHING NEW

That we have acquired a reputation for progressiveness and originality.

This combination outfit is only a forerunner of a line of high-grade outfits, both **EDISON** and **VICTOR**, which will list at from \$75 to \$1000.

The Douglas Scratchless Needle

Another consignment just received. Orders not filled from first consignment receive preference.

A Printed Disc Record Envelope keeps your name before customers. We have both manila and transparent. *Send for Samples and Prices.*

Your name included in our mailing list will keep you in touch with our offerings.



PRACTICAL SUGGESTIONS AND COMMENTS.

Several patents have recently been applied for in Germany to secure the rights in inventions through which it is hoped to manufacture talking machine records by the photography of sound-waves. These (according to the Phonographische Zeitschrift) have not been crowned with complete success as yet, owing to the inability to discover a toning process which will be sufficiently strong to develop the lines formed by the sound waves, thus enable these to be recorded. Should, however, this and minor obstacles be overcome, a complete change in the manufacture of talking machines may be the result. For there can be no doubt that records taken in this way should of necessity be more faithful, unvarying, and complete in the minutest details than those which are being made in the mode which obtains at the present time, however good and exact the latter may be.

REGARDING SPEED REGULATION.

A correspondent says, "I notice in one of your recent issues some pointers for calculating speed for the talking machine. One of the simplest and most effective plans to adopt is to let a machine run for one and a quarter minutes with record off and speaker arm down. If the machine has traveled two inches in that time, the speed is correct, namely 160 revolutions to the minute. The above method does away with complicated fractions, and is absolutely correct."

PLAYING RECORDS OVER TELEPHONE.

A dealer in Nebraska asks regarding some plan of playing records over telephone. In other words he is desirous of bringing his machines and records to the attention of many people in the farming sections of the State.

In response to an inquiry on this subject one of the leading houses informs us that a very simple and effective plan of playing into a telephone is to place the talking machine within twenty inches of the telephone transmitter, which must be lowered to a point exactly at right angles from the wall. The machine is then connected with the telephone by means of a five-eighth inch bicycle tubing polished on the inside, as brightly as possible, with a fluxine, a brazing compound very commonly used in bicycle stores. This tubing is connected to the talking machine with the usual rubber tubing, the edge of the metal tubing at the point of connection being filed within so as to permit of ready transmission of the sound waves. The mouthpiece is unscrewed, and the

tubing placed within one-thirty-second of an inch from the diaphragm of the telephone. A very good plan of securing correct speed is to take a watch and adjust the talking machine so that the mandrel will count thirteen revolutions in five seconds. This works satisfactorily. It will take a little application to secure desirable results, but anybody with a mechanical turn of mind can easily work out a device which will answer the purpose desired by our correspondent.

COLLAPSIBLE HORN NEEDED.

J. S. Brooks, of Chicago, is of the opinion that if a manufacturer of horns would place a collapsible horn for talking machines on the market, he would do quite a good business. He says, "In traveling the most inconvenient adjunct of the talking machine is the horn, particularly so when a great number of people are taking their machines and horns to the country these days. If there was a good collapsible, or folding horn, on the market, which would occupy a very small space, and yet would lock firmly when opened up, I believe it would be just the thing. Of course, it should be made so as not to interfere with the transmission of the sound waves."

A NOVEL REPRODUCER.

If you were anxious to hear a record and had a machine but no repro, or sound-box, what would you do? asks the expert of the Talking Machine News of London. If it were a disc record the answer is simple, but will surprise many people because of its novelty. Take a lead pencil and hold it lightly in the record groove at the same angle as the sound box needle. The pencil will vibrate just as the needle does and give off a faint reproduction. Though faint it is perfectly intelligible. There is no diaphragm, to be sure, but a diaphragm is not absolutely essential to sound reproduction. A pencil as repro, is theoretically possible with a cylinder record, but it is a more difficult matter. The principle was, however, employed in a style of machine which had a brief vogue in America some years ago. It was a cylinder machine without a diaphragm. The horn ended in the reproducer point, so that the trumpet alone performed the double duty usually shared between the diaphragm and the horn.

TWO HORNS FOR MAKING RECORDS

An amateur record-maker in England claims that he secures the very best effects in making records at home by the use of two horns—one for the voice, one for the piano. He says: "For

songs I always take the part out of the piano and the singer (if he or she is a good musician) can both accompany and sing at the same time. It is very necessary for the singer to draw back for high notes, to stop blasting. The recording point should be sharp, and the blank a brown one. It is useless trying to sing on black blanks; they are far too hard. See if you can get all the song on the record before you start, and record at 170 revs. per minute. The songs I get are quite as good as any I have bought, and this is saying a lot. The size of my trumpets are (for voice) 11 by 4 ins.; piano, 13 by 7 ins. I do not have any flare on the trumpet for the voice, but on the piano horn a rather long (not large) one is fitted."

INVENTS A STORE ANNOUNCER.

A very clever attachment to the talking machine has been devised by O. C. Thompson, which is valuable for use in stores. The device is described as follows: "To a talking machine of any type bore a hole in the start lever and attach a chain, which should run over a shive at the edge of a machine which will prevent chain from scratching varnish. To this chain is attached a weight, which, when dropped about three or four inches, throw the start lever and cause the machine to start. This weight is a part of an electrical contrivance known as a chain drop (commonly used in fire engine houses for opening doors, dropping harness, etc., when an alarm is sounded), which I constructed myself. This chain drop is connected to a set of dry batteries through a common door bell switch and a Victor door trip, which is on the front store door. I put on the machine a record which I made especially for the occasion and then set same ready for operation, taking care that the beginning of the record is far enough from the end that the machine will attain the proper speed before any results are heard."

HOW RESULTS ARE SECURED.

"I then make it a point to seclude myself from view of any one who may enter the store. The result is as follows: A customer enters, and in doing so the opening of the door causes the door trip to close the circuit through the chain drop magnets. This in turn releases the book that holds up the weight, the weight drops and starts the machine to running, but the closing of the store door, etc., drowns the sound of the falling weight and the customer does not know that he has started the machine. By this time the machine has gained its speed, and when the customer looks around and sees no one in view the machine begins as follows: 'Do you want to see the proprietor? Well, just have a chair and I will call him. Mr. ———, here is a party that would like to see you in regard to a machine.'

ACTS AS SALESMAN.

"By this time you are aware of the surroundings, and all that is necessary is to go up to the prospective buyer and take his purse from his hand, count out enough to pay for a good machine and some records, hand him back the balance in his purse and go to wrapping up your sale. This outfit could also be used to an advantage for turning away collar button and lead pencil merchants, who bother you every day, or perhaps refusing some one-arm or peg-leg railroad man who is seeking enough money to pay his fare to Mexico or the Islands."

ARROW-HEAD NEEDLES.

Arrow-head needles, such as our correspondent inquires about, are manufactured by the Hawthorne & Sheble Mfg. Co., Philadelphia, Pa., and they are said to multiply sound greatly. The flat-head needles are made in Germany. Needles of various kinds, and of good reputation, are of English and American origin.

BRUSH TO REMOVE DUST AND DIRT.

In reply to any inquirer we may say that the Blackman Talking Machine Co., 97 Chambers street, New York, have patented a small camel's hair brush which can be fastened onto the reproducer just ahead of the sapphire, which, as the record is being played, removes all dust and dirt which so often clogs the reproducer. The fact that it fits any cylinder machine, and its slight cost (25 cents), will make this useful at-

"The White Blackman" WILL TREAT YOU RIGHT

AN
EDISON
JOBBER



A
VICTOR
DISTRIBUTOR

"IF BLACKMAN GETS THE ORDER YOU GET THE GOODS"

WRITE FOR SPECIAL PRICES ON

BLACKMAN FLOWER HORNS

The Genuine Blackman Flower Horn is made out of piece of Sheet Steel, Beamed (not soldered) together and is then highly polished and finished in beautiful shades of Enamel, baked, hardened and finished by Secret Process that makes "The Genuine that Lasts and Won't Corro." "The Best of cheap materials made of Tin or Zinc pieces soldered together and painted with 'The Paint that Fades and Won't Stay On.'"

Blackman Talking Machine Co.

42 Newcomb Blackman, Prop.

97 Chambers St., New York.

MORNING GLORY

GOLD STRIKE

ARRIVED

The "Twentieth Century" Graphophone

The Most Marvellous Talking Machine Ever Constructed.
Reproduces the Human Voice With All the Volume of the Original.

DEALERS ENTHUSED! QUICK SALES! BIG PROFITS!

Read this communication from one of the largest distributors:

"I received the new machine yesterday. It is certainly a wonder. It does not seem as if it could be a talking machine; no harshness, and metallic sound all done away with. The songs are just as loud and clear as if the singer was present. The bands and orchestras are elegant; every instrument can be detected. It is in a class to itself and is certainly going to create a long life for the talking machine. I have already sold two and placed an order yesterday with your Boston Manager for three more."

A WORD TO THE WISE:

¶ You cannot afford to be without our "Twentieth Century" Graphophones. Order immediately, whether you have ever handled Columbia goods or not in the past. Write to the nearest office for full description, prices and discounts.

Patented
In All
Civilized
Countries.

NEW !!
Columbia
"Twentieth
Century"
Cylinder
Records.
Half foot
long; Price
\$1.00 each.

Columbia
Gold
Moulded
Records XP
25c. each.

Write for
Catalogues.



Style Premier. Price (without horn), \$100.00.

COLUMBIA PHONOGRAPH CO., Gen'l

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

Grand Prize, Paris, 1900.

Double Grand Prize, Three Gold Medals, St. Louis, 1904.

CHICAGO, 88 Wabash Ave.
PHILADELPHIA, 1919-1921 Market St.
ST. LOUIS, 115 Olive St.
BOSTON, 164 Tremont St.
BALTIMORE, 291 N. Howard St.
CLEVELAND, Euclid Ave. and Erie St.
BUFFALO, 448 Main St.
SAN FRANCISCO, 125 Geary St.
CINCINNATI, 117-119 West Fourth St.
PETERSBURG, 612 Penn Ave.
NEW ORLEANS, 629-630 Canal St.
DETROIT, 272 Woodward Ave.
MILWAUKEE, 291 East Water St.

NEW YORK, Wholesale, Retail, Export, 323 Broadway.
WASHINGTON, 1212 F St., N. W.
TORONTO, ONT., 167 Yonge St.
LOUISVILLE, KY., 424 Fourth Ave.
MINNEAPOLIS, 13 Fourth St., South.
INDIANAPOLIS, 48 N. Pennsylvania St.
KANSAS CITY, 1016 Walnut St.
ST. PAUL, 238 Wabasha St.
DENVER, 665-507 Sixteenth St.
PATERSON, N. J., 126 Main St.
ST. JOSEPH, MO., 718 Edmond St.
OMAHA, 1621 Farnam St.
LOS ANGELES, 323 South Main St.
MEMPHIS, 18 South Main St.

UPTOWN, Retail Only, 872 Broadway.
SCRANTON, 303 North Washington Ave.
PORTLAND, ORE., 371 Washington St.
ATLANTA, 42 Peachtree St.
SEATTLE, WASH., 1211 First Ave.
TRENTON, N. J., 215 East State St.
BRIDGEPORT, CONN., 1161 Main St.
OAKLAND, CAL., 312 12th St.
SPRINGFIELD, MASS., 430 Main St.
PEORIA, 817 Main St.
LINCOLN, 206 South 11th St.
TERRE HAUTE, 23 S. Seventh St.
JOLIET, 609 Cass St.
SACRAMENTO, 823 J St.

LONDON, Wholesale, Retail, 89 Great Eastern St., E. C.
PARIS, 111 and 113 Rue Montmartre.
BERLIN, 71 Ritterstrasse.
REPAR, BRUXELLES, 65a Friedrieh-Strasse.
ST. PETERSBURG, 52 Neva Prospect.
VIENNA, Seilerergasse No. 11.
GLASGOW, 50-52 Union St.
MILAN, 8 Via Dante.
CARDIFF, 88 St. Mary St.
CITY OF MEXICO, Calle de Santa Clara, 184.
WARSAW, Marszałkowska 116.
SYDNEY, N. S. W., 25 Paling's Buildings, Ash St.



tachment widely sought after by all lovers of good music.

A NEW SOUND BOX.

Chas. A. G. Pritchard, of Cleveland, O., has invented and applied for patents on a new and novel sound-box. The novel features of this sound-box is the needle feed, which is a quick and positive means of changing needles. It is also capable of furnishing a variation of sounds. It will play from a whisper to the loudest and most natural tones. It is, also, designed that when needed magazine is nearly empty, operator can readily see and reload while playing, without interfering with the record playing.

NEW REPEATING ATTACHMENT.

In answer to an inquiry, we may say that the K. & C. repeating attachment is manufactured by the K. & C. Novelty Co., of Indianapolis, Ind. It is the invention of W. E. Kipp, on which he has secured a patent. It will be welcomed by all interested in Edison machines. The claims made for this device are as follows: "It is the first and only one to operate successfully on the standard talking machine. It is so simple in construction that it can be attached and removed by a child in ten seconds. It is sold at a price to allow jobbers and their dealers a good profit.

ABOUT WIRE RECORD RACKS.

In reply to K. S., Portland, Ore., we would say that the Syracuse Wire Works, Syracuse, N. Y., are the makers of wire record racks as well as other equipment for talking machine stores which will entirely suit his purpose. These racks are now used by leading dealers and jobbers in the United States and abroad, and are conceded the best of their kind. This concern have built up a very large business by the production of reliable goods which have met with great favor.

PLAY OVER THE OLDER TITLES.

Dealers oftentimes make a very serious mistake in playing over the records in the latest supplements, and not calling attention to the standard records of the regular catalogues. As our contemporary, the Edison Monthly, aptly says: It is a mistake to think that the newer selections are the most desirable. There are hundreds of titles in the regular catalogue that are most desirable, but many owners of talking machines know little about them because dealers have fallen into a habit of showing the latest titles first. Dealers should remember that many of the old and familiar airs are in the main catalogue. These are the songs that really never grow old but have as strong a foothold upon the public as they did years ago. The playing of these old songs will oftentimes awaken pleasant

memories of the past in the minds of hearers and make sales that would not otherwise have been possible. The wise dealer is he who is keen enough to size up his prospective customers and who puts on records that seem most likely to please him. A careful study of the whole catalogue will benefit many dealers.

A HORN MUCH IN USE.

The flower horns put on the market by the Blackman Talking Machine Co. ("The White Blackman"), 37 Chambers street, New York, have a reputation and standing all their own. They are made out of pieces of sheet steel, reamed (not soldered) together, highly polished and finished in beautiful shades of enamel; and they are of the dependable kind. Now that their new premises are completed, everything in its place, and a place for everything, the company gets better prepared than ever to handle business, which is not only largely increased, but they are holding all their old trade. Small dealers are especially looked after.

RECORD CABINETS.

C. M. South Carolina, who inquires for a jobber of record cabinets, is referred to the Douglas Phonograph Co., 89 Chambers street, New York. Their line is not only one of great variety as to size and price, but their designs are diverse, ranging from Vernis Martin and solid mahogany, and even rosewood, if desired, down to the standard goods. The company, which is one of the largest and best equipped jobbing houses in the country, have given special attention to cabinets—disc and cylinder—of which the finishes and models are hard to excel from either the point of artistic beauty as well as general utility and practicality. A handsome, descriptive catalogue may be had on application.

A NEW VICTOR DOG.

A new Victor dog, for show window display, has been originated by the Douglas Phonograph Co., 89 Chambers street, New York, and was shown for the first time this week. The sculptor, one of high reputation in the art, has caught all the life and spirit of this noted fox terrier and reproduced it faithfully. It stands 23 inches high, is 10 x 20 at the base, and comes in ivory and gold leaf. The Victor Talking Machine Co. ordered one hundred from the photograph.

ROY MCCARDELL'S GREAT IDEA.

Vitasopic-Stenographic Apparatus for Long-Distance Interviewing with the Retentive Great—The Evening World's Vitasopic-Stenograph Locates Them Instantly and Makes Them Talk.

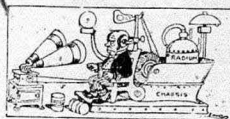
In response to public clamor as to how it works, a full description of The Evening World's Famous Vitasopic-Stenograph, or Long-Distance Interviewing Machine, follows:

With It James Hazen Hyde, Admiral Rojstvensky, "Little Tim" Sullivan, "Maggy" McGraw, John D. Rockefeller, Jr., and other famous personages have been compelled to testify.

There is no "trifling" to be interviewed, "deceived" to discuss the matter" or "have nothing to say for publication" footsiness about our Vitasopic-Stenographic Apparatus. It locates its interviewee, holds him and makes him talk.

Watch How it Works! There is a Reason.

The basic element of the Vitasopic-Stenograph is radium, of course. Radium costs \$6,000,000 a pound, or at least that was what we



HERE'S THE WONDERFUL MACHINE.

were charged for the last ton or two we put in. The price is somewhat expensive, which is due to the Radium Trust. But expense is a mere detail. We have friends in the Equitable and so had no difficulty in obtaining funds.

The radium is contained in a retort in the chassis of the apparatus. This is necessary because the machine chassis its subjects and in all cases a retort is necessary.

A paraphrase of the Hertizian wave, augmented by the radiations, locates the subject. Here a duplex magnetizer comes into operation automatically.

A semaphore, brought into play by a ratchet and pawl, holds a photographic headrest with padded clamps in position. This is focussed by electrical coincidence upon the subject, and his slightest deviation from the electrical field controlled by the machine is the signal for voltaic tremors.

A centrifugal pressure of 400 pounds to the square inch is then exerted at the will of the operator, in case the subject or person within the sphere of influence of the Vitasopic-Stenograph refuses to answer the questions which are automatically voiced at him from a wax cylinder.

His replies are transmitted along the Hertizian waves and are absorbed by the receiving cylinder, and canned there in the radium solution for future reference.

The simplicity of the apparatus is remarkable. It never fails.

The auto-telepath auxiliary working through a mercury transformer rings an automatic alarm in case the interviewee does not answer fully and frankly.

The radiograph locates him, the telematic resonator and duplex actinic clamps holds him in place. The centrifugal pressure compels him to answer, the vocal diaphragm asks the questions and the transmission-stylographic cylinder records his answers.

It is all very simple. Infringer's will be rigorously prosecuted.

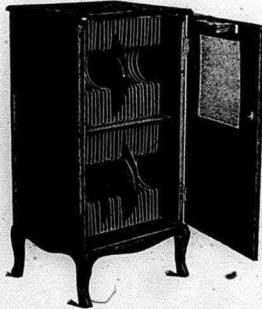
ROY L. MCCARDELL,
Attorney for the Patentee.

Two new sound boxes, announced by the Universal Talking Machine Co., will be known as the Zonophone and Universal.

Dealers should not overlook the important announcement which appears on page 8 of this issue.



Will Conveniently Hold All Sizes
of Records



DISK
AND
CYLINDER
RECORD CABINETS

Write for Booklets and Prices.
They will interest you.

THE UDELL WORKS
Indianapolis Indiana

Important Notice to the Trade

After many months of preparation we are at last able to announce the following

REMARKABLE NOVELTIES

which we think will be welcomed by all dealers in phonographs or records. For further particulars, samples, etc., apply to Edwin A. Denham, No. 31 Barclay Street, New York.

No. 1. A first class Phonograph to retail at about \$4.00 complete, and yielding you at that price an exceptionally large percentage of profit.

Manufactured in Germany, but should not be confused with the cheap German "Lyra" machines.

This phonograph and No. 2 (below) play all standard size cylinder records in a manner that has met with the unqualified approval of every manufacturer of records to whom we have submitted them.

No. 2. A first class Recording and Reproducing Phonograph to retail at about \$6.00 complete.

An entirely different machine from No. 1, but equally satisfactory.

- As stated above there is a large profit in handling these machines. But it would pay you to handle them even if this were not the case, for as means of securing new customers—of creating at a rapid rate new consumers of records—these two machines are without a rival.
- There is nothing in the appearance, construction or operation of Nos. 1 and 2 to suggest in any way that they are low priced machines. On the contrary, they are strong and handsome instruments, first-class in every particular, and (another innovation) decidedly ornamental—graceful in form and artistic in design.

No. 3. Correspondence by Phonograph at last made practical

by the introduction (at very low prices) of our new "Correspondence Blanks," to be used with No. 2 or any standard machine. These blanks are of standard diameter but of considerably less than the usual length, thus effecting a great saving not only in the cost of the blanks but also in postage, while the risk of breakage is practically done away with. **Each blank is enclosed in a specially made box ready to be sent through the mails.**

Blanks can be used an indefinite number of times—no shaving machine necessary.

No. 4. Talking and Musical Post Cards—

Perfectly transparent indestructible discs mounted on artistic post cards. Can be sent through the mails without the slightest injury. Manufactured in England.

While similar cards have been sold for some months past ours are entitled to a place in this list of "remarkable novelties" by the fact that the records are exclusively American or English, and also by the fact that our cards can be very profitably retailed at the **same price at which they are sold at retail in London** (sixpence), and at a lower price than that generally asked in Berlin for the German cards. Records "made to order" free of charge when large quantities are taken.

No. 5. A really practical Disc Talking Machine to retail between \$4.00 and \$5.00

Built primarily to be used in combination with the musical post cards, but is also a first-class machine for a seven-inch record. The machine will play a ten-inch record *through*, but is apt to become a little apologetic towards the end.

For samples and full particulars apply to

EDWIN A. DENHAM, 31 BARCLAY STREET, NEW YORK

SOLE IMPORTER

➤ It will pay you to keep an eye on our announcements in the trade papers.

TIMELY TALKS ON TIMELY TOPICS.

Export trade in talking machine goods in the Latin American countries is developing at an amazing rate, but if the exporters are to have full credence given, our friends to the south of us are not making fortunes out of the business. The machines and records are so well advertised, manufacturers explain, that the ultimate buyer is only too familiar with the retail figure, and therefore no fancy price can be charged. Consequently in many sales a brokerage of only 2 per cent. is the profit realized. As an export manager said to The Talking Machine World a few days ago: "Just where our Central and South American trade get off on a matter of price puzzles me, considering their credits customarily extend from ninety days to six months. Of course, we do not give that time. With us it is two off ten days f. o. b. ship, excepting with a few large exporting houses, who can have all the dating they want. But they never take it, and therefore the usual terms prevail. The talking machine trade in these countries is controlled principally by American manufacturers, and on merit, therefore, we may feel a trifle independent. The trading arrangements with leading European houses is of such a nature as to give us a pretty free scope. It is true our exporters do not conform to the tastes of the natives, nor do they extend such long credits, and perhaps their salesmen are not thoroughly conversant with the Spanish, French or Italian languages or the ceremonious methods that have to be employed while one is making sales to such people. But, then, again, our own country is growing so rapidly and the consumption here is so enormous that we can afford to be somewhat indifferent in our line, though I will admit it is not altogether good business."

It is suggested that the next thing in order will be a combined disc and cylinder machine. Possibly this may not be a new idea, excepting that such a combination is unknown in a commercial way. Likely a talking machine in which both disc and cylinder records can be utilized is in the inventive mind, if not already an accomplished invention, and is sleeping peacefully on the shelf of some of our manufacturers, who do not believe in overcrowding the market. A policy of this kind is generally recognized as in the line of excellent business judgment; that is, so long as the known machines are in demand and selling as fast as the factories can turn them out.

Why introduce anything that will displace these goods and probably cause a loss?

While the record manufacturers are oversold the orders are being slowly caught up with. The pressure, however, is still on for the "hits," and the success or failure of a number is as eagerly followed as it is with the publishers of popular music. The advent of fresh "talent" and the impression they create is a factor of the utmost importance in this special section of the business; care and judgment is required in their selection. As in theatricals, the desire for a "find" is so keen that nearly every applicant to have their ability and capacity tried is given an opportunity to prove their worth. The question of repertoire is paramount, and the concern possessing it is a factor, to be reckoned with at all times; and in this respect, quality and not price governs.

While the dull season is said to be with us, manufacturers and aggressive jobbers are not complaining of a dearth of business. One manufacturer, briefly discussing the situation with The World, said this week: "We are still back on orders both for machines and records. Dealers must be selling or they would not be buying from the manufacturers." Another said: "The thing is to be looking for a new outlet for your goods. We have worked several lines advantageously, and now are preparing to invade the furniture trade. A number of furniture dealers have already seen a 'great light,' and clambered on to the talking machine wagon. We now propose to get more interested if they know a good thing when they see it. Furniture dealers are pretty much in the same position as the music trade; that is, they have an established business, have ample room and facilities for handling the goods properly, and are already familiar with and accustomed to the methods pursued in exploiting and promoting the sale of the line. There is not the suggestion of a gamble in the furniture proposition; it is not only straight, but good business prospectively."

Negotiations which have been pending with a well-known talking machine concern and the promoter of certain foreign devices for some time have been about concluded. As yet no official utterances as to the extent of the deal, or the nature of the combination have been vouchsafed; yet, unofficially, arrangements have been com-

pleted, the details of which will not now be long delayed. The parties concerned were individually weak in vital spots, but it is said the consolidation will put up a bold front and will do business at the front door with every confidence that the future is exceedingly inviting.

Approxos of combinations, one of the particularly bright younger men in the trade, and who is being heard from now in no inconsiderable way told The World he had \$25,000,000 pledged at one time to take over the talking machine manufacturers into one gigantic concern. The plan would have carried but for the refusal of one company, who positively declined to entertain the proposition at all. One guess only is allowed the curious to name the objector.

During the past month there has been unusual activity in the production of reproducing horns, in fiber, metal and other material. The resonant quality of these very essential articles are receiving the closest attention, and the configuration and finish presented in these new creations represent marked improvements, which their originators lay great store by. It is said even the artisans of far-off Japan have their skill called upon; but the "Chinese" horns of domestic construction are claimed to be their equal in every respect. The horn question is of no little moment, and expert opinion is eagerly sought to differentiate moot points.

A very unique and clever idea for a window decoration has been gotten up by the Columbia Phonograph Co. at their department in Ehrlich's department store, New York. It consists of various parts of a talking machine outfit, in the form of an automobile, with a large wax doll chauffeur. The body of this model is covered with machine catalogues. Four horns (bells outward) represent the wheels. Beneath are storage batteries in the form of a 24-pip X P record box. This is connected by rubber tubing to three piles of 10-inch disks, which are the coils. The steering wheel is a 14-inch disk, which is in the hands of "Our Lady in Wax." All is complete, even to the license, No. 1904. On the side is a placard, "We may not know much about building automobiles, but we know all about talking machines."

In Uruguay and other South American countries the natives are rapidly learning English by means of talking machines. In this connection we may say the talking machine as an educational factor has been largely overlooked by pedagogues and writers. It is destined to make the English language known the world over. Not only has the United States become a world power, but one of its greatest inventions, the talking machine, is destined to make the English language a world power. No question about it.

J. E. Welton, of J. L. Orme & Son, of Ottawa, Can., surprised the camping parties on the river a week ago by giving a concert with a Columbia talking machine on a moonlight night. The concert was entirely unannounced, and as soon as the strains of music were heard from the canoe Mr. Welton was surrounded by several hundred campers, who came in canoes and small boats, delighted with this novel treat. The possibilities of the machine as an entertainer were thus demonstrated, no doubt to some advantage.

L. Kaiser, who is well and favorably known in the trade as the inventor of many useful specialties for talking machine men, as well as a hustler of renown, left on Saturday for a month's sojourn in the West. He will visit St. Louis, Chicago, making his headquarters at Kansas, and will be away about four weeks. The Kaiser transparent window signs are reported as in great demand.

The Davies Piano Co., of Nashville, Tenn., are now at home in their new building in that city, where, in addition to pianos, they are handling a full line of Victor and Edison talking machines.

75,000 Records Carried in Stock

If you are not satisfied with your present service send us your next order for Victor or Edison Records and let us show you what we can do. We pride ourselves on our ability to fill your orders promptly and complete. We also carry a large stock of Horns, Cabinets and Carrying Cases.

SEND US YOUR NAME AND WE WILL SEND YOU SOME INTERESTING ADVERTISING MATTER

HOOVER-BALL COMPANY

Wholesale Distributors of Victor and Edison Machines and Records
NEWARK, OHIO



BUSINESS ACTIVE IN PITTSBURGH.

How a Talking Machine Lover Takes a Vacation—Commercial Talking Machines Heard at Short Hand Association Meeting.

(Special to The Talking Machine World.)

Pittsburgh, Pa., July 12, 1905.

The hot weather seems not to have affected the talking machine business materially in Pittsburgh. In winter the charms of the talking machine appeal to the average individual as he sits by his cozy fireside. In summer, while the thermometer is ranging round the nineties, he takes the same degree of pleasure in flying away to the mountains and taking with him his favorite musical instrument. At least, it is on this hypothesis that we must account for the many sales of records which all dealers report during the month of June.

Directly along this line, the following incident will be appropos. One of Pittsburgh's wealthiest, best known steel men, decided to take a novel outing this year. In place of going to Long Branch or the White Mountains or one of the swell resorts which he had hitherto patronized, this individual bought a railroad ticket to Croston Springs, on the apex of the Alleghenies. He rented an inexpensive cottage, and with but few servants to take care of it, planned an ideal vacation. Immediately adjacent to his cottage was a magnificent oak tree, not less than seventy feet in height. On the spreading branches of this tree, about forty feet from the ground, Mr. Magnate built for himself a comfortable but which was reached by means of easy stairway ladders. In this airy retreat he spends a great portion of his time, surrounded by his favorite books and amusements. Among the latter, may be classed a graphophone which he took with him. The first night when he played the instrument from his forty foot perch, it astonished the natives, to say the least, to hear emanating from the leafy boughs of the fine oak tree, the strains of "Won't you come home, Bill Bailey," and kindred airs. The Magnate, however, is of the opinion that it is strictly none of their business and is proceeding to enjoy himself after his own fashion. He has a standing order with a prominent Pittsburgh house for all the latest 10-inch disc records, which are produced, so that while he is away from civilization, he does not intend to cut himself off entirely from his pleasures.

The meeting of the Pennsylvania State Short-hand Association, which was held at the Hotel Henry, July 5th and 6th, was an occasion of which the graphophone and phonograph people availed themselves. There were gathered at this meeting shorthand writers from all over the State, principally court reporters. The National Phonograph Co. was present and for the first time exhibited to the public the new Business Phonograph which they have just put on the market. Messrs. Hibbard and Durand, of the New York office, represented the National Co. and made many friends for themselves. The Co-

lumbia product was represented by J. W. Binder, the manager of the Pittsburgh department. The work of the graphophone in aiding court stenographers in turning out daily transcript was favorably commented on in the addresses which were made by visiting speakers. Fred Irland, one of the Congressional reporters, especially alluded to this feature of the machine's usefulness. The meeting was full of interest and well-attended.

Miss M. B. Brown, who for the past four years has been connected with the Columbia office in this city as cashier and chief bookkeeper, will leave about the 15th of July for Denver, to which place she has been transferred by order of General Manager Lyle. Miss Brown leaves many friends in the Pittsburgh office and throughout the trade circles generally in the field covered by business done from this office. She is known as a walking encyclopedia of the graphophone business.

Manager Wagner, of the Pittsburgh Phonograph Co., speaks in glowing terms of the prospects of his business. The store occupied by this growing concern was recently damaged by fire, but repairs have been made and the business is going on more cheerily than ever.

The firm of H. Kleber & Bro., extensive dealers in Edison and other phonograph goods, are rearranging the part of their store devoted to this branch. When completed, they will have one of the most attractively arranged displays in the city. The department is in charge of a competent man and the new arrangement will reflect a great deal of credit upon him.

Messrs. Farrell & Wuller, of Oil City, an enterprising firm of young men, have enlarged the part of their store devoted to the phonograph business, and are carrying a full line of Columbia and Edison goods. Mr. Farrell has long had the reputation of being a hustler, and the new member of the firm, Mr. Wuller, brings an enviable record with him from Chicago.

Manager W. E. Henry, of the Columbia store, has been enjoying a vacation during the past few weeks at his birthplace in Bradford, Pa. With Mr. Henry, however, a vacation consists of working about seven hours each day. From reports received, it appears that he cannot get out of his habit, even when he is eighty miles away from his place of business. This is a good trait and one that might be emulated with success by talking machine men in general.

RECENT INCORPORATIONS.

The Texas Phonograph Co., of Houston, Texas, capital stock, \$25,000; purpose, to buy and sell phonographs, etc. Incorporators—H. M. Holleman, S. H. Womble and John G. Tod.

The National Discophone Co., New York (talking machines); capital, \$25,000. Directors—C. B. Repp and J. E. Tate, New York; E. J. Lynch, Rahway, N. J.

The Devineau Biophone Co., of Cleveland, \$200,000, has been incorporated by L. Devineau, James C. Brooks, M. Stanley Brown, E. F. Archer and W. J. Roberts. Talking machines, etc.

American Arcades, organized at Portland, Me., for the purpose of establishing and maintaining arcade parlors and other places, for the exhibition, hiring or sale of slot machines, phonographs, etc., with \$150,000 capital stock, of which nothing is paid in. Officers are: President and treasurer, Franklin Wagner, of New York.

SOME COLUMBIA NEWS.

Addition Will Make to Plant—T. A. Macdonald for England—Columbia Disc Machine for Peary—Will Make Records in the North.

Geo. W. Lyle, general manager of the Columbia Phonograph Co., Gen'l, who is now on a trip of inspection in the Western territory, will combine business with pleasure by returning to New York via the Thousand Islands and Toronto. And, by the way, the company has opened a new office and store at Montreal.

While additions are being steadily made to the American Graphophone Co.'s great plant at Bridgeport, Conn., plans have just been approved for another new building and a 700 horse-power engine to furnish the necessary power.

Thos. A. Macdonald, factory superintendent, and wife, will sail for England shortly. His trip is undertaken to plan further extensions to the American Graphophone Co.'s new London plant. Several experts from the factory took an advance steamer for the same destination to superintend the work of manufacture and work incidental thereto.

Commander Peary, the eminent Arctic explorer, has fitted his new ship, the "Roosvelt," which sails for the Polar regions next week, with a special Columbia disc machine, of the finest make, and a full equipment of records. He will also record his experiences by means of the machine, making of it a sort of a permanent log, in connection with the regulation vessel's log. In case the expedition meets with a disastrous fate and the graphophone is recovered, the tale will be spoken, and therefore more eloquent than a mere written account, no matter how graphic the descriptions. This is a new field of usefulness for the talking machine.

The question of issuing record bulletins at greater intervals than a month is being seriously considered. It is claimed the monthly issues are too frequent, as they interfere too much with their proper distribution and sale. Some of the companies talk of having a bulletin quarterly, and others bi-monthly.

The Anxophone, the loud-sounding talking machine, is controlled in this country by the Victor Talking Machine Co.



No. 512. Finished on the Back as well as the Front.

The "HERZOG"

CABINETS bring business your way!

Fall in line by placing a sample order with your jobber.

HERZOG

Art Furniture Company

SAGNAW, MICH.,

U. S. A.



No. 103. Finished all around. You can place them in any position without hurting the effect.

BOSTON BEATS ALL RECORDS

In the Sale of Talking Machines for the Past Six Months—Expansion With the Eastern Co.—Bobzin's Victor Exploitation—Other News.

(Special to The Talking Machine World.)

Boston, Mass., July 29, 1905.

The six months ending June 29 have been the best in the history of the talking machine business in Boston, and every store, both wholesale and retail, has seen great extensions in nearly all departments. The sale of records has largely increased during this period, particularly since the general reduction in price.

Now that the summer season is on, business in talking machines has taken on a boom, and the express wagons are burdened daily with shipments of machines and records to the various summer resorts. It is noticeable that the demand for high-grade machines is increasing at a more rapid rate than for the cheaper grades.

An instance of the extension of business in talking machines is evident at the big store of the Eastern Talking Machine Co., at 177 Tremont street. Here the building is being remodelled and two new floors are being added. These are to be divided into many small rooms for the display of machines and records. Manager E. F. Taft, one of the most capable and enthusiastic men in the business, is a firm believer in small rooms and plenty of them, for handling the trade on records. The new floors will give him about 15,000 square feet of floor space, making his establishment one of the largest in the country.

"The Voice Camera," as the Victor instrument is called, is being extensively exploited in the daily papers by Manager Bobzin at the Oliver Ditson Co. Mr. Bobzin writes all the advertisements himself and they are wonderful trade stimulators. There is a great demand at Ditson's for the Grammo records for the Victor instruments. It is Manager Bobzin's idea to send out each month to the trade and to his individual customers the supplementary catalogues of new records. Nearly 3,000 of them are sent out and the results are very gratifying.

The change in name of the Boston Talking Machine Exchange to the Boston Musical Instrument House, and the new plan of selling stock in the corporation to customers, has caused a big boom in business. Manager Ormsby is one of the greatest hustlers in the business and is continu-

ally "branching out." His "Ormsby records" have made a hit and his big record room in the basement is constantly being replenished.

At the Columbia Phonograph Co. steady growth in the demand for the loud-speaking Graphophone is being recorded. The factory is still behind its orders for them. Manager Winchell has recently put out a number of salesmen, who use horses and wagons and canvass each district with great thoroughness. A house-to-house canvass is made and the results are seen in the tremendous increase in business.

EDISON BUSINESS PHONOGRAPH.

The Perfected Commercial Machine of the National Phonograph Co. Will be Sold Direct.

The "Edison Business Phonograph," as the National Phonograph Co. designate their commercial machine, is to be solely in charge of a distinct and separate department, and will be sold direct and not to the jobber. The new department will occupy a portion of the third floor of the Bank of the Metropolis building, 31 Union Square, New York, directly beneath the offices of the company, and is now ready for business. Nelson S. Durand will be the manager. The sales are expected to be very large as soon as the department is in full operation.

GEO. K. CHENEY'S WORLD TRIP.

Geo. K. Cheney, boss record-maker of the Universal Talking Machine Co., who sailed for the Orient July 3, via the steamer "Empress," of the Northern Pacific Co. line, from Vancouver, B. C., is taking the trip in the exclusive interest of the Victor Talking Machine Co., Camden, N. J., for whom he will secure "masters," being fitted up with a miniature outfit for the purpose. Mr. Cheney is evidently one of the most popular men in the trade, for his personal, lodge and business friends made his farewell departure from New York a memorable occasion, and he was the recipient of many handsome and useful presents. Mr. Cheney will not return under a year.

REJUVENATES PHONOGRAPH RECORDS.

H. M. Zeigler, of Battle Creek, Mich., claims to have discovered a process whereby phonograph records, if not entirely worn out, can be made to reproduce nearly as loud as when first made.

Is not the protection of your machine, horn and records worth while?

The Victor Vulcanized Fibre Cases Are made in two colors, Olive-Black; Unannealed; Make the proper shape to carry conveniently.

Light, Neat

Victor fib. case weighs only 1/2 lbs. Compare this with a case made of any other material of 1/2 the strength.

Serviceable

Five coats of enamel; three outside, two inside.

Guaranteed Waterproof, will not warp or lose their shape.—Made of vulcanized fibre, not wood pulp. If you don't know the difference send for samples and test them. Vulcanized fibre has three times the strength.—Steel riveted throughout.—Corners re-inforced.—An additional coat of enamel will make one of these cases as good as new. Our salesmen use stock cases for their samples when on the road.—When making express shipments we do not even care these cases.

Price List, Send for Quotations

For Victor-Tramset, \$3.75	For Victor the First, \$1.50
" " Concert, .575	" " Second, 4.50
" " " Gn., 2.75	" " " Third, 5.00
" " " " " 4.00	" " " Fourth, 5.00
" " " " " 3.75	" " " Fifth, 5.75
" " " " " 5.25	" " " Sixth, 8.00
" " " " " 7.00	

For 50 10-in. Records, \$3.50 For 36 12-in. Records, \$3.50
If you have been getting only about 90 per cent. of what you order, give us a trial.

Victor Distributing and Export Company
77 CHAMBERS STREET, NEW YORK

RECORDS AND COPYRIGHTS.

The Recent Decision of Judge Hazel in the Perforated Roll Case Bears Distinctly on Records, Which Apparently Are Not Infringements.

When Judge Hazel, United States Circuit Court, New York City, handed down his decision in the White-Smith Music Publishing Co. against Apollo Co., June 21, in which he declared perforated music rolls were not "writings" within the meaning of the copyright statute, and therefore did not infringe or invade the rights of copyrighted music, he placed the talking machine record in the same category by approving the previous rulings of both American and English courts. That portion of his opinion dealing with this matter follows:

"In the Kennedy against McCatnammy case (43 Fed. Rep. 581), which was decided in 1888, Judge Colt held that perforated music rolls or strips of paper are not infringements of copyright sheet of music; and that such perforated sheets are designed not to occupy the field of sheet music, but are a mechanical invention to mechanically perform tunes." In the Stern against Rosey case (17 App. D. C. 562), decided in 1901, it was held "that the ordinary meaning of the words 'copying, publishing,' etc., cannot be enlarged to include the reproduction through the agency of the phonograph of the sounds of musical instruments playing the music composed and published by the complainants." There apparently is little difference between the facts of the Stern case and the facts here, except that in that case the alleged infringing record consisted of a disk or cylinder for reproducing sounds by means of the phonograph. The court further said: "It is not pretended that the markings upon waxed cylinders can be made out by the eye, or that they can be utilized in any other way than as parts of the mechanism of the phonograph."

WANTS PATENT CASE REINSTATED.

(Special to The Talking Machine World.)

Washington, D. C., July 8, 1905.

Geo. H. Underhill has applied for a writ of mandamus in the District Supreme Court requiring the Commissioner of Patents to reinstate an appeal in a pending patent case, and to direct the Board of Examiners in chief to take action on the case, and decide on its merits. The invention under discussion is an improvement in sound reproducing machines. Mr. Underhill explains in his petition that he filed application for a patent on July 22, 1904, and that on September 20, 1904, an interference was declared by the Commissioner of Patents, on issues between the petitioner, Underhill, and Julius Wallner and Elan Gilbert. On February 4, 1905, a motion to dissolve the interference was denied and an appeal taken. The appeal has since been dismissed.

NEW CONCERN IN OAKLAND, CAL.

(Special to The Talking Machine World.)

Oakland, Cal., July 8, 1905.

The Pacific Graphophone Co., under the management of F. G. Mills, has recently opened a store in the Bayon block on 17th street that bids fair to take a place among the many up-to-date business houses of this city. The appointments of the store are in a class all its own, somewhat on the Flemish style and show to good advantage.

TALKING MACHINES ON THE SEA.

What is proving to be an attractive feature in many of the small steamers used around summer resorts is the employment of a talking machine. Concerts are given on the deck, and in the evening dancing is even indulged in with the assistance of these machines. For instance, the cabin passengers on board the S. S. Victoria, on a recent voyage to Montreal, gave a dance to the strains of a hot-smelling talking machine, while in many of the songs the passengers joined forces with the artists represented in the record.

Are You in Favor
Of Protection ? ?





Victor Talking Machine

Records

MILITARY FAVORITES

OPERA

FRONTLINE COMEDY

DANCING

ROCKY SONGS

In Dog Days—"Look for the Dog"

On sultry summer days, in town and country—no matter where you are—with Victor records you can hear, at will, all the popular song-hits of the day or the liveliest band and orchestra music, with words as distinct and tone as sweet and musical as those of the artists themselves. Or you can have the latest dance-music in perfect rhythm, strongly accented and *Lead Fench for Dancing*.

Remember! You don't get the full Victor effect unless you use both the Victor Record and the

Victor Talking Machine

Victor Dog on every record

Latest Records Ready at your Dealer's August 1st

Numbers beginning with 4 are in 10-inch size, \$2.00 each; \$25.00 per dozen.
Numbers beginning with 1 are in 12-inch size, \$1.50 each; \$15.00 per dozen.

<p>Men's Band.</p> <p>3166. "Espanole Songster, No. 4" Frank Ford</p> <p>3167. "Espanole Songster, No. 5" Frank Ford</p> <p>4105. "Blue Bell"—Homesong Arranged by Herman Holtsch, Jr.</p> <p>407-1930. "Molly of Kromkitts" Percy's Orchestra</p> <p>4106. "Vanderbilt March" Holtsch</p> <p>4107-1931. "Rochester Girl Song" Shirley Wolff containing "The Tale of Love" (song) and "French Girl Are Good and True" (at which also contains "S")</p> <p>4146. "It Kismet!"—Holtsch Eugene</p> <p>408. "The Merry and Cheek Expedition" Host</p> <p>410. "In the shade of the old Apple" Trumbull Solo by Arthur Fryer</p> <p>Trumbull Solo by Yess L. Osaman (orchestra acc.)</p> <p>410. "Little Jamboree" (song) Mandella Solo by Valentine Akt (orchestra acc.)</p> <p>410. "Valse sentimentale" Ad</p> <p>Supreme Solo by Miss Ada Jones (orch. acc.)</p> <p>4106. "He's My Pal" Bryant and Edwards</p> <p>Tenor Solo by Harry Macdonough (orch. White and Blue) (orch. acc.) Shaw</p> <p>Tenor Solo by Byron G. Harlan (orchestra acc.)</p> <p>4107. "A Friend for You" Von Huse</p> <p>Tenor Solo by Joseph Natta (orchestra acc.)</p> <p>4106. "Waltzing with the Old New Love" Evans</p> <p>Topical Song by Frank Kernell (orch. acc.)</p> <p>4107. "Victory Song" (March) Siskin</p> <p>Tenor Solo by James McCall (orchestra acc.)</p> <p>4107. "The Love Shack" (Café) Lovett</p>	<p>Bass Solo by Frank C. Stanley (orchestra acc.)</p> <p>4107. "Jamboree" Foster</p> <p>Comie Songs by Arthur Cullins (orchestra acc.)</p> <p>4107. "The Indian Along Broadway" Williams</p> <p>Comie Song by Hub Roberts (orchestra acc.)</p> <p>4107. "Who's Here?" South</p> <p>Duet by Cullins and Harlan (orchestra acc.)</p> <p>4107. "Hot Corns" Williams</p> <p>Harry Macdonough and Hayds Quartet</p> <p>4107. "Crazy Song" (Duet), "That Will Be Okay"</p> <p>4107. "Who's Where the City by"</p> <p>4107. "Who's Where the City by"</p> <p>4107. "Who's Where the City by"</p> <p>4107. "Who's Where the City by"</p> <p>Duet by Dudley and Macdonough (orch. acc.)</p> <p>4107. "The King of the Road" (song) Harlan</p> <p>Miss Morgan and Hayds Quartet (orch. acc.)</p> <p>4107. "In Dear Old Grandma's Days"</p> <p>4107. "The Lullaby"</p> <p>4107. "The Lullaby"</p> <p>Musical Specialty by Sawyer and Hunter</p> <p>4107. "The Footstep and the Musical Trump"</p> <p>Irish Specialty by Miss Jones and</p> <p>4107. "The Footstep and the Musical Trump"</p> <p>4107. "The Footstep and the Musical Trump"</p>
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ORCHESTRAL MUSIC

BALLADS

MANDOLIN MUSIC

CHORUS

QUARTETTE

SAVED MUSIC

ORCHESTRAL MUSIC

BALLADS

MANDOLIN MUSIC

CHORUS

QUARTETTE

SAVED MUSIC

Victor Talking Machine Co. Camden, N. J.

One of our two advertisements in the August magazines puts a list of the new Victor records before millions of people. In the border design we suggest the large variety of our records.

This advertising will create a big demand—people want the newest records, and we make it easy for them to select what they want.

It makes the selling easy, too, and you had better have the full variety. New Victor records are issued every month, and the dealer who can best supply the demand for them builds up a large, desirable trade and piles up his profits. Don't *You* want to be that dealer?

TRADE NEWS FROM CHICAGO.

Summer Business Quite Active—Victor the First in Demand—Some Columbia News.

(Special to The Talking Machine World.)
Chicago, Ill., July 11, 1905.

Trade with the local talking machine dealers is keeping up very well indeed. Large numbers of wealthy Chicagoans take their talking machines with them to their summer cottages to help beguile the evenings, and many sales of high-priced machines have been made for this purpose. The sale of records is proving unusually good for the season.

C. E. Goodwin, manager of the talking machine department of Lyon & Healy, is spending a three-weeks' enforced vacation at Mt. Clemens, Mich., and finds the baths potent in subduing an attack of rheumatism with which he has been suffering. In his absence, M. A. Healy is looking after the work of the department.

Lyon & Healy are having remarkable success with the Victor the First, the new \$22 machine just brought out by the Victor people. It has the advantage of being absolutely noiseless and is certainly remarkable value for the money. The first shipment was practically sold before its arrival.

Mr. Atkinson, mechanical superintendent of the Victor Talking Machine Co., was a visitor at Lyon & Healy's a couple of weeks ago. He was on a trip among the company's larger Western trade.

The Columbia Co.'s new rigid arm \$100 machine, the Majestic, is attracting much attention at the company's Chicago office. Ten to twelve records can be run through at a winding. It has a handsome nickel-plated horn and mahogany cabinet.

Here is a bunch of persons clustering around the Chicago office of the Columbia Phonograph Co. Manager John H. Dorian and E. C. Plume have both taken the 32d degree in Masonry. Wholesale Manager E. C. Plume left to-day for the first vacation he has had in eight years. He will put in two or three weeks at Fox Lake, W. S. Gray, manager of the San Francisco office and J. J. Grimsey, manager of the Seattle store, at a sub-office of San Francisco, were visitors at the Chicago office on their return from a visit to the factory. Mr. Graves, of Graves & Co., Portland, Ore., was a recent visitor on his return from the East. The firm has a flourishing talking machine department.

George W. Lyle, general manager of the Columbia Phonograph Co. and vice-president of the American Graphophone Co., was a visitor at the Chicago office this week.

The Vim Co., of 68 East Lake street, narrowly escaped a suit for selling Columbia records below

the stipulated price the other day. Furthermore, a peculiar method of accomplishing this end was revealed. The evidence was developed by H. L. Wilson, assistant to Manager J. H. Dorian, of the Chicago office of the Columbia Phonograph Co., and working under the latter's direction. Affidavits were prepared and the papers were ready for filing in court when the Vim Co. agreed to discontinue the practice and to pay the costs incurred by the Columbia Co. According to affidavits sworn to by Mr. Wilson, he bought two records bearing the legal notice that they were licensed to sell at \$1, for 70 cents each, without asking for a discount. An affidavit by another employe of the Columbia showed that he went into the Vim store, asked for a Columbia record, and was told the price was \$1, but that he could get a used record for 20 cents on the other side of the store, and trade it in for 50 cents, the allowance dealers are permitted to make for old records. The customer went to the counter indicated, said he wanted a record in order to get the allowance on a new record, and was simply given a ticket for which he paid 20 cents and which was accepted in lieu of 50 cents on the purchase of the new record, thus making it cost him 70 cents net. The proprietor of the Vim Co. claimed to Mr. Dorian that such transactions were made without his knowledge.

EDISON ON DIAPHRAGM RECORDERS

Improvement of Tone Quality—Violin Conditions Not Yet Understood—The Wizard's Opinion of Popular-Music.

Speaking of improving the tone quality of the talking machine in a recent interview, Thomas A. Edison said: "I have worked thirty-five years on the phonograph. A great deal of my time at present is directed toward its perfection. I want to improve the quality of tone. A very little alteration makes a great difference in quality, and experiments are correspondingly difficult. You can't tell why a Stradivarius violin is better in tone than one picked up at random in the music shops, but so it is; and while we know that in the phonograph the sweetest tone depends on the delicacy of the diaphragm and the sonority of the receiver, just how and what that is is the question. A certain diaphragm recorder takes the human voice very nicely without any of that vibrating harshness, and another, which is just like it to all seeming, won't do it at all. We don't know why yet, but we will in time."

"In working on the perfection of the phonograph I discovered incidentally a strange thing—the reason practically why the popular air so soon dies out and cannot be revived in public favor. I got out a nice waltz, one that I like exceedingly myself, and said, 'Now we will use that waltz for recording.' You see, in order to get the finest shades of alteration it is necessary in experiments to have always the same piece of music, for the ear gets trained to a wonderful degree of delicacy. We played that waltz all day long. The second day it began to pall a little. At the end of the fourth day the men began to get dreadfully irritated; at the end of the week they could not stay in the room where it was being played."

"I firmly believe that it is that question of reiteration which makes it possible for you to hear Wagner and Beethoven over and over again and not get tired, while the simple melody, however beautiful, wears after a while and ends in disgust and dislike, for the music of men like those named is so complicated that it has not the same effect on the nerve centers."

GOT RECORD OF KAISER'S VOICE.

Prof. E. W. Scripture of New York, a member of the Carnegie Research Society, is to lecture on experimental phonetics at the University of Marburg, Germany. Prof. Scripture recently obtained the only phonographed record ever made of the voice of the German Emperor. It was deposited in the Library of Congress, the National Museum, and at Harvard University.

A Free Language Demonstrating Outfit

The study of languages with the aid of the phonograph is daily becoming more popular. People are realizing the many advantages to be gained through the knowledge of a foreign language, and dealers are receiving increased demands for language outfits. Those representing "double service" are increasing their sales from ten to thirty per cent. It won't cost YOU anything to find out whether or not you can thus increase YOUR business through the

I.C.S. LANGUAGE SYSTEM

Thomas A. Edison
PHONOGRAPH

If you will fill out and mail the coupon below, we will send, without any expense to you, a demonstrating record containing words in four languages, and a set of pamphlets giving the translation of the words and sentences reproduced by this record. These records are made by the gold mould process from perfect masters; the pronunciation is guaranteed to be absolutely correct.

Will you let us help you boom your sales?

MAIL THIS TO-DAY

Not Good After August 15, 1905

I. C. S. Language Dept.,
Schanton, Pa.

*and pamphlets, four languages, free of any expense to me, I am an Edison
Please send me the sample record dealer in good standing.

Name

Address

.....

C. A. RAY, Talking Machines, Records and Supplies

Wholesale Exclusively
LOUISVILLE, KY.

To every retail dealer in Talking Machines who will send me his name and address on a postal card I will send particulars of my guarantee of sale plan, which costs nothing, yet eliminates from the business of handling Talking Machines and Records every element of risk and makes it as steady and certain as the sale of staple groceries.

I have tested this plan most thoroughly, in conjunction with over 100 dealers in different sections of the country for five years, and it has proven entirely practical, safe and profitable to the dealers as well as to myself.

Address

C. A. RAY,
684 Fourth Avenue, Louisville, Ky.



EDWARD LYMAN BILL, Editor and Proprietor.

J. B. SPILLANE, Managing Editor.

Trade Representative? Geo. B. KATZ.

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Philadelphia Office: MINNEAPOLIS and St. Paul:

R. W. KAUFFMAN. E. C. TORREY.

St. Louis Office: San Francisco Office:

CHAS. N. VAN DORER. ALFRED METZGER, 125-127 Front St.

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

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

Long Distance Telephone—Number 1745 Gramercy.

NEW YORK, JULY 15, 1905.

In various lines of trade there is considerable discussion relative to the subject of special brands. The talking machine industry has been largely free from this evil, which has steadily crept into many lines of business. Every corporation manufacturing talking machines has its trade-mark flaunted well to the forefront and the manufacturers thus far have refused to meet the demand which has come from some jobbers and dealers to create for them special brands. By that we mean any talking machine which they can exploit under their own name or a special trade-mark.

It is possible that some new concerns may appear later who will cater to the demand for special brands, but the move should be discontinued by all the legitimate manufacturers, for if the special business once takes a foothold in this industry it will be bound to grow, and the final result will be extremely detrimental to the best interests of the trade. There is really no good reason why there should be even a break in the line of legitimate talking machines. A few manufacturers control the situation, and they should protect not only their own interests, but the interests of the regular dealers everywhere.

Just as soon as talking machines can be created under a variety of names other than those by whom they are manufactured, the cut-throat business will begin, and it will seriously demoralize the entire industry and remove from it many of those elements which have contributed so largely to its success. If there is any one industry in the world which should be held to regular brands it is the talking machine line, and it can be controlled so easily. Of course, there are many special inducements made to-day to the manufacturer by offering to place large orders for talking machines made for certain popular uses under different names. Just as soon as this business is accepted, it will seriously injure the best interests of the talking machine. It will lower prices and lower confidence and general stability.

THERE is no reason why the talking machine business should not be conducted on the highest business plane. There should be no cheapening, no lowering of trade standards, and no introduction of special brands. Another thing, no good reason can be advanced why there should not be an absolute fixity of prices in the talking machine trade. There should be no cutting or slashing in the prices, and it must be said to the credit of the talking machine manufacturers that they have held to rules of business commonsense and have applied excellent principles in the conduct of their various enterprises.

LET not the business be lowered by special brands, because that will mean a shattering of prices and a general demoralization of trade conditions. Trade-marked goods, guaranteed by the manufacturers, mean business stability and security, and to depart from that would be like stepping out from the clear business atmosphere into one clouded with doubt and discomfort. The individually would be lost to a certain extent, and business individually makes for business success to-day. The manufacturer who advertises his brands impresses his individuality straight on through to the jobber and retail dealer down to the customer. Special brands are like patent medicine. You never know what they are made of until you try them. When the manufacturer's name is taken off a product there is absolutely no guarantee as to its value.

THE advertiser who makes the point from manufacturer to consumer is not always on easy lines. It may be all right to advertise some breakfast food or some trifle which costs a few cents. For these, people do not object to enclosing stamps or a little coin, and it is easy for the manufacturer to send on a small stock to the country grocery store, together with his magazine orders, as an encouragement to the dealer to put in a line. He is really aiming at the dealer. That helps trade, but the manufacturer who advertises an article in which there are several dollars involved in a single purchase, should not lay too much stress upon the advisability of selling direct to the consumer.

THE retail dealer cannot be overlooked, for he is a tremendous force in the distributive machinery of business. Generally magazine advertising helps materially, but, after all, the dealer himself must be interested, for he possesses influence, and he usually has a personal following to such an extent that he can sell anything that he desires. The position of the dealer is a strong one, and there is nothing that can be done to remove him from his present vantage ground of power. Any advertising which does not include the dealer is to a certain extent misdirected.

OUR special reports show that there has been a satisfactory condition of business during the past month. It is really surprising even to those who have watched the steadily increasing interest in this special product that there has been such a demand for talking machines during the first month of summer. Dealers have found that it pays to place a little added emphasis on the talking machine line during the heated term. Formerly they have been in the habit of slowing up on talking machine publicity

during the summer, and placing added emphasis on other specialties like bicycles, photographic outfits and sporting goods.

THOSE, however, who have given the talkers a proper treatment have been splendidly rewarded, for they have developed a trade which has been surprising. It only shows that with the many outdoor sports which are in vogue during vacation time the entertainment features of the talkers can be splendidly utilized—yachts, lawn parties; in fact, there are scores of ways in which talkers can be used during the summer.

A GOOD many of our readers have written us that they believe that their business will show but little falling off during the summer. If this condition prevails to the extent that we are advised, dealers and jobbers will do well to order stocks early for fall, because the men who have the largest stocks will be in the best position to serve the interests of their local trade.

AS a matter of business we would suggest the immediate placing of orders, for we know of manufacturers who are months behind in filling their requirements, and with a steadily growing export trade, it will be difficult to supply the home market with a promptness which is desired. Most men fall into the habit of delaying ordering until they have immediate orders for goods. This is not a safe policy to follow in this particular line, and we believe that the talking machine men cannot get in line too quickly to place their orders for fall shipments.

IT is impossible to print, or even acknowledge the hundreds of letters which have reached us expressing words of praise about The Talking Machine World. We made no boastful statements when The World was first issued, believing that our work would be impressive enough to cause interest later. Here is a sample of the kind of communications we are receiving. Under date of July 3 John Walsh writes from Vicksburg, Miss.:

"I received the first copy of your paper to-day and must say that I was most agreeably surprised at its style and get-up. I have seen, in my life, so many monthly publications boomed up by different editors, and when they were received were only fit for the waste basket. There was nothing boomed by you in describing the quality of your paper. You spoke actual facts. The paper is there to talk for itself. In fact, you delivered the goods. I am delighted with its style and get-up, and the information that it gives to those that are in the talking machine business is extremely valuable. I am three years in this business, and have gained more information through its columns at one glance that I did in all that time. No dealer in machines in the country should be without a copy of The World. Its columns I look on as both a day and night school to those in the business, and I would advise all dealers for their own information both socially, intellectually and financially to lose no time in becoming subscribers to The World."

IT is a mistake to think that advertising should be abandoned during the summer months. One does not put up shutters at the window just because we have a warm day or two, and certainly if business methods or interest is permitted to languish, naturally the sales go down. There should be no off and on seasons in advertising, but different forms of advertising should be used to meet the requirements of each season, but advertising pays best when you keep everlastingly at it.

PACIFIC COAST NEWS.

Bacigalupi's Good Trade—Mauzy's New Department—C. W. Noyes in Town—Talking phones as Premiums.

(Special to The Talking Machine World.)

San Francisco, Cal., July 5, 1905.

The talking machine business in this city continues quite brisk, and surpasses the expectations of the trade generally. Peter Bacigalupi has been on a short trip to Eureka and succeeded in placing a number of electric self-playing pianos in that section. His Edison trade is growing larger all the time, and he continues as enthusiastic as ever over the outlook generally for business in the immense territory which he controls.

Byron Mauzy has added a talking machine department to his business, and like his piano business will be conducted on up-to-date lines, with a strong line of all kinds of instruments, records and supplies.

A welcome visitor to the city recently was C. W. Noyes, who represents the American Record Co. and the Hawthorne & Sheble Mfg. Co. After calling on the trade here he left for Los Angeles, and from there will visit the Lewis and Clark Exposition in Portland. He will then work his way East.

Manager Gray, of the Columbia Co.'s branch in this city, has left for the East, accompanied by his wife and family. He was joined by J. J. Grimsey, manager of the Columbia Seattle branch. On their homeward trip they will come by way of Portland to visit the Fair.

Chas. E. Brown, of the Talk-o-Phone Co., just closed an important contract between the Southern California Music Co., of Los Angeles and the Los Angeles Record, whereby the latter party will use Talk-o-Phone machines as premiums. The first order is for six thousand machines. Mr. Brown has also arranged with the San Francisco Call, and it is said that their order will amount to fifty thousand. The machines will be distributed by Kohler & Chase. I understand it is Mr. Brown's intention to broaden out this

scheme, so as to include all the leading papers, not only in the Far West, but in the East.

The Victor talking machine trade with Sherman, Clay, & Co. is in splendid shape. L. F. Getzler, secretary of the company, is quite enthusiastic over the future of this business. He believes that expansion is inevitable, and that

the talking machine will become a necessity to the pleasure of the people in their homes.

Recent visitors to the city were A. A. Gardner, of Napa, Cal., and Peter Engel, of Marysville, Cal., both enterprising talking machine dealers in their cities. They placed some good orders while here.

TALKING MACHINE'S ANCESTORS.

Devices for Imitating the Human Voice Known to the Ancients—Like Watches, They Were Attributed to the Evil One.

Wendell Phillips long ago exploited the idea that some ancient inventions still remain lost to modern engineers and scientists. When he spoke the phonograph had not been discovered. Recently a French scholar, Edouard Pournier, has taken up the other end of the subject and traced the history of new things which were known to the ancients. An example given is the talking machine, which is described as a device for imitating the human voice by mechanical vocal organs.

Ancient talking machines were attributed to the evil one, and a notable wonder made by Albert the Great was smashed into pieces by Thomas Aquinas in a moment of superstitious rage. The Queen of Sweden was amused by a talking head which spoke in Hebrew, Greek, Latin and French. Skeptics attributed the remarkable powers of this machine to ventriloquism. The first talking machine known to authentic history was presented to the French Academy of Sciences in 1783. It was ultimately broken up by its inventor, the Abbe Mical. Four years later a German inventor produced a machine which was mentioned in scientific journals

of the time as a phonograph, but the particulars of the mechanism were not handed down.

It is believed that the talking machines inspired the ventriloquists to resort to tricks in order to deceive the public. An ingenious Frenchman had all Paris running to hear a talking figure a foot and a half in height, which answered all questions put to it distinctly, but investigation proved that the showman answered the questions himself through the aid of ventriloquism. It is, however, certain, according to this authority, that in the eighteenth century there were talking machines of remarkable ingenuity, although none of them so far as known reproduced the human voice as does the modern phonograph.

NOW AN AUTOMATIC BABY NURSE.

An ingenious Swiss mechanic claims to have invented an automatic baby nurse. The apparatus is attached to a cradle. If the baby cries, air waves cause specially arranged wires to operate a talking machine, which sings a lullaby, while simultaneously clockwork is released and rocks the cradle. When the crying ceases the wire fails to vibrate and the cradle stops rocking. Just think how the young married man will bless this device.

TALKING MACHINES FOR PICNICS.

Several subscribers—dealers in various sections of the country—speak enthusiastically about the way the talking machine is being utilized for picnics and outings of all kinds during the summer months. In the homes of a number of prominent people the talking machine has been used for lawn parties, adding considerably to the enjoyment of the occasion.

The Portland, Me., Talking Machine Co. have been compelled to secure larger quarters at 418 Congress street, owing to the growth of their business.

TALKING MACHINE SUPPLIES

All Flower Horns of our manufacture have a Trade-Mark attached similar to cut shown below. Accept no imitations.
Our Trade-Mark is a guarantee of quality.



WE MANUFACTURE EVERYTHING IN THE NATURE OF
TALKING MACHINE SUPPLIES.

Hawthorne & Sheble Manufacturing Company
Mascher and Oxford Streets,
PHILADELPHIA, PA.

A Word With You, Mr. Talking-Machine Dealer!

You are anxious to increase your income without doubt, and we presume that you are interested in securing an article that will help make your store attractive and aid you materially in a business way.

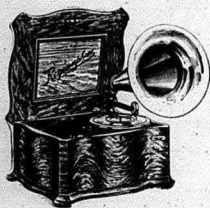
Now, we have that article, and you have the store, and the possible outlet, therefore, there is mutual advantage in forming a business connection.

"What is it?" you ask.

It's the Reginaphone, or in other words, a talking machine incorporated in a Regina Music Box.

And that reminds us, you probably could sell some Regina Music Boxes as well as talking machines. The Regina is the acknowledged standard in the music box line.

The Reginaphone is an attractive product. The same power which turns



the discs for a Regina tune sheet is arranged to turn the discs of the talking machine.

It will take any standard talking disc records not exceeding fourteen inches in diameter.

Now, it will not take much figuring on your part to see the advantage of this combination music box and talking machine which occupies exactly the same space as either one alone.

There is not another talking machine on the market made with as good a motor as we put in the Reginaphone. It will run for a longer time and more evenly and naturally give better results than any other talking machine.

Then think what this means as a power of attraction for your store.

You will have something to show out of the ordinary, and it will be not only an attractive feature of your establishment, but a paying one as well, and the paying end of the business is where the emphasis should be placed.

Can we take this matter up with you?

THE REGINA COMPANY

Main Office and Factory:
RAHWAY, N. J.

Regina Bldg., New York, 259 Wabash Ave., Chicago

SPOKE AFTER DEATH.

How the Rev. H. C. Slade, Kentucky's Famous Feud Breaker, Came to Preach His Own Sermon—Creates Sensation.

(Special to The Talking Machine World.)
Lexington, Ky., July 8, 1905.

Although Rev. Henry C. Slade, Kentucky's famous "feud breaker," created perhaps more sensations during the course of his life than the average mountaineer of his State, he broke all records when, the other day, his own voice preached a funeral sermon over his dead body, directed the music and made one last impassioned address to the rough people among whom he had lived and worked for so many years.

When this man, who in his little mountain church had won widespread fame, was breathing his last in his humble cabin under the mountains he had a talking machine drawn close to his bed and then poured into it the story of his life and a last plea to the rough mountaineers. This was the climax of his life's noble work. A few days later Mr. Slade died and two days after the strange funeral service was held. Word had gone far and wide that the minister would preach his own funeral sermon, for the members of the congregation had spread the news till it became the wonder of the mountains. When the body was carried into the church and placed upon the trestles in front of the altar, hundreds had gathered to hear the dead pastor preach. One of the minister's friends started the machine and a familiar voice spoke, saying:

"The Lord giveth and the Lord taketh away."
After the song the funeral sermon itself began, and the voice, seemingly without effort, told the life story of the dead man, his struggles, his hopes and his fears. How in the fourth year of his ministry his efforts were rewarded by bringing into the Christian fold families who for generations had bitterly fought each other, many murders being the result.

At the end of the sermon the voice admonished the people to be constant in well-doing. And then suddenly the voice asked the congregation to rise and sing, "Jesus, Lover of My Soul," and the members of Mr. Slade's church joined their dead minister in that old hymn.

When the ceremony was over the congregation, awed and whispering, stood in groups while the body was borne out of the church to the burying ground, where it was laid to rest.

For eleven years Mr. Slade had preached to his mountain congregation, first in the homes of the people, and afterwards in the little church at Ribcort. Through his efforts the Howard-White-feud, and the famous Tolliver-feud were ended.

He became interested in the talking machine while on a visit to Louisville, and on returning to the mountains took with him a talking machine and a number of records, among which were the latest musical successes, the best in oratory and many humorous recitations. Such a luxury had never before been heard of in that remote mountain district, so when Mr. Slade turned his Wednesday evening prayer meetings into talking machine entertainments the church was crowded.

He became so impressed with the importance of the talking machine that he believed he could do good after death, and hence conceived the idea of preaching his own funeral sermon. By doing so he helped to settle the difficulties between many families who were threatening to declare open war at any time.

SINGING INTO TALKING MACHINES.

A vocalist described his experiences in singing for talking machine records in a sheriff's court in Scotland, recently. John B. Bowsey, a singer whose professional name is J. B. Oswald, was engaged by the Noble Manufacturing Co., Glasgow, to sing twelve songs into a talking machine, and was promised three guineas (about \$15) for his services. Afterwards, however, he was told that the records had not turned out well and were unproductive, and he was not paid. He now sued the firm for the amount.

Mr. Bowsey said the task proved to be the hardest he had ever undertaken. He sang to the accompaniment of bells on either side of him, and the piano was rattling away for all the pianist was worth. He sang into the various trumpets until the perspiration was running off him. He had to sing each song seven or eight times, and as the voice varied it had to be focused to suit the record. The diaphragm was to blame at first, and the firm had to send to Italy for a new one. Then the wax of the record was too hard. It was not the case that his voice was too weak. The records must have turned out good, because they were offered for sale in defendant's stores.

The evidence for the defense was to the effect that Bowsey was to produce twelve "master records"—records capable of producing others—for which he was to receive three guineas. Bowsey's voice, however, was not a good one for such purposes, as there was a want of brilliancy and clearness for production. The arrangement was that the money was to be paid when the "master records" were produced, and these had not yet been obtained. The sheriff decided in favor of the vocalist.

NOVEL STREET INSTRUMENT

Said to be the Invention of an American, But We Never Heard of Him.

We sometimes have to go abroad to get domestic news. For instance, the London (Eng.) Globe says: "An American is said to have invented a musical instrument, which, if it ever became popular, would revolutionize our streets. It is nothing less than a machine which combines the qualities of the organ and the Aeolian harp, and is made in two sizes: one small, to be fitted to the frame of a bicycle; and the other, larger, to be attached in front of a motor car. The inventor claims that the wind blowing through the instrument will produce such a concord of sweet sounds that neither the cyclist nor the motorist will ever be wearied on a journey, but will ride and drive in ecstasy, entranced with their own music. Moreover, the complaints which have hitherto been made of the harsh jingle of the bicycle bell, and of the raucous howl of the motor's horn, will no longer have any justification. The cycle and the motor will be announced by fairy-like melodies, which will soothe the pedestrian, and almost reconcile him to being run over. The idea is ingenious, but we doubt whether it will ever become popular in this country. The weight of such an instrument cannot be inconsiderable, and its chief drawback is that the music is not under the control of the rider and driver. A talking machine attachment would be simpler, and would have the advantage of proclaiming the owner's musical tastes, differentiating the admirers of Brahms and Wagner from the man devoted merely to the 'Spring Chicken.'"

The Century Cycle Co.'s store in Bridgeport, Conn., was badly damaged by fire last week, a great many talking machines being destroyed.

Incorporated under the Laws of New York.
Capital, \$2,500,000

New York Phonograph Company

Exclusive Licensees under the
Phonograph patents of Thomas A.
Edison for the State of New York

Organized under authority of The North
American Phonograph Company and Jesse
H. Lippincott, Sole Licensee of The
American Graphophone Company.

John P. Haines, Pres. James L. Andem, Sec'y.
No. 140 NASSAU STREET, NEW YORK.

ADVANTAGE OF ORGANIZATION.

How the Interest of Dealers and Jobbers May be Advanced.

The attention of the trade has been directed from time to time, and in many ways, to the matter of organization, as both jobbers and dealers are, to a greater extent than ever before, coming together in associated form for the advancement of their respective interests. Notwithstanding the limitations which there must be to the success with which associations carry out their special projects, there are few informed in regard to these organizations who are not ready to acknowledge the advantage they are to those for whose special benefit they are constituted, and also to the trade as a whole.

In the accomplishment of the special purposes for which they are organized, there is no doubt that as a rule these associations succeed in justifying their existence. Instances will occur to those in close touch with such matters of action taken by organizations of jobbers, for example, which resulted much to their advantage, as better terms were obtained from manufacturers, or a concert of action secured among the trade by which prices were maintained or the association's interests in one way or another promoted. Those identified with retail organizations can cite many instances also in which united action resulted in the correction of trade abuses and in the protection of retail interests in many ways.

The broadening influence of connection with a trade association is perhaps more important. Matters which would not otherwise come up for definite consideration are thus brought to the members' attention, and trade questions are consequently considered in a broader spirit and from a different and more just point of view that is furnished by the individual's interest considered by itself. These influences are accentuated by attendance at the meetings, when there is the coming together of a large number of men engaged in the same business, not a few of whom are persons of ability. The associations thus do something to get the membership out of the rut into which they are, despite their intentions and protests, apt to fall, and to invigorate them with a new and more enterprising spirit.

If the trade associations were limited to any one class, as, for example, either to jobbers or to dealers, there would not be for the trade at

large, or for the separate associations, the same benefit that there is when all classes in the trade are efficiently represented by organizations devoted to their various special interests. By means of the associations no one class in the trade is permitted to have everything its own way. The jobbers, for example, have forced home upon them the fact that there are manufacturers on the one side and dealers on the other who are in an entirely friendly way, it may be assumed, watchful and vigilant in looking out for their rights and emphasizing their position in various matters in which in the very nature of the case there must needs be some conflict of interest. In this way there is secured a more just appreciation of the real bearing of the questions which present themselves, permitting and, indeed, requiring a broad view of the subjects, thus promoting not only their own special interests, but the welfare of the trade at large.

TRADE NOTES FROM ST. LOUIS.

Trade for Month Satisfactory—What a Visit to the Retailers Reveals.

(Special to The Talking Machine World.)

St. Louis, Mo., July 10, 1905.

The talking machine business for the month of June is reported to have been quite satisfactory, and especially so considering the severe spell of warm weather that existed during a portion of that month. The trade in general is well pleased with present conditions and future prospects.

The Columbia Phonograph Co. report a good volume of activity with them, and are having quite a large increase in their business since they moved into their new quarters. W. C. Fehrl, manager of the local branch, left Monday for New York on a flying business trip. He is expected home the latter part of the week.

D. S. Ramsdell, vice-president of the St. Louis Talking Machine Co., states that their trade for the month of June was better than expected, and that they are looking for July to do still better.

The Western Talking Machine Co., recent successors to the Ray Co., through Manager E. L. Garvin, report business good and improving.

Manager T. P. Clancy, of the talking machine department of the Conroy Piano Co., states that their business for the first six months of this year has been the best for that period of any time in their history. When seen by your correspondent on Monday at about four o'clock he stated that they had been so busy that day he had not had time to open his mail.

Manager E. B. Walball, of the talking machine department of the O. K. Houck Piano Co., reports their trade surprisingly good for the month of June. About August 1 this department will be enlarged, and they will occupy the entire third floor for talking machine purposes, a portion of which will be used as their wholesale and jobbing department. They now occupy a little more than one-half of the third floor.

EDISON RETURN PROPOSITION WITHDRAWN.

C. H. Wilson, manager of sales, National Phonograph Co., under date of June 27, sent out the following notice to dealers: "We hereby notify you that on July 5, 1905, the offer contained in our letter of May 25, relating to return of broken, cracked or defective records will be withdrawn. After that date we will not take back, or accept for credit or exchange, records of any description whatever, unless it be such as are mechanically defective; and, they must not be returned until you have first written us advising the quantity to be returned, along with the nature of the defects, and obtained our permission to return them."

The talking machine department of Rothenberg & Co., one of New York's popular dry goods stores, has undergone a thorough overhauling under the experienced supervision of Ph. Allen, the manager. All lines are handled.



WHAT
SOME
OF MY
FRIENDS
SAY.

OWL TALKS

No. 3

There's a good deal of satisfaction in being able to sell goods, but there's a kind of satisfaction that lifts a fellow up as mere profit cannot.

It's the kind that is experienced where you get a couple of letters in your morning mail that read like the two below.

A. S. Haynes, manager of the Columbia Phonograph Co.'s branch at Lowell, Mass., says:

"Your wire racks for Disc Records are now set up and in operation. They are more than satisfactory; we are greatly pleased and wonder how we ever managed to get along under our old system."

The Knight-Campbell Music Co., of Cripple Creek, Colo., write:

"We find it simple enough to find any desired record in a few seconds, and the racks hold more records than one would suppose, considering the small amount of space they occupy.

Since using them we have had no damaged records."

Twenty other big concerns tell the same story. Have you written to me about it? Get Circular No. 100.

THE OWL

Care of Syracuse Wire Works
SYRACUSE, N. Y.

SLOT MACHINES

Look at these prices:

Picture machines,	\$6.00
Slot Talking Machines	
Mahogany Cabinets,	\$35.00
Punching Machines,	\$15.00
Name Plate Machines,	\$30.00
Slot Weighing Scales,	\$30.00
Victoria Disc Talking Machines (Special)	\$8.00

ROGERS MFG. CO.
147 West 23rd St., NEW YORK

New Records for Old.

SEND me any (not broken) 10-in. Victor, or Columbia, and I will send you a new 9-in. record or send two 7-in. of same make. Express must be paid by you. Every record is new and perfect—all the late selections.

E. S. OLIVER,
20 New St., Newark, N. J.
Largest Talking Machine House in New Jersey.

TALKING MACHINE LITIGATION.

Letter from James M. Andem, of the N. Y. Phonograph Co.—Communication Also from W. E. Gilmore of National Phonograph Co.

New York, July 2, 1905.

Editor Talking Machine World:

Dear Sir:—I have read with interest your references to and comments upon the decision rendered by Judge Hazel, of the United States Circuit Court, in the case of the New York Phonograph Co. against the National Phonograph Co. Thomas A. Edison et al. Some of the published statements have been evidently inspired by the defendants in their effort to belittle and break the force of the decision, which is, however, a very important and far-reaching one. Allow me to state, in a few words, the salient points involved, so that your readers may be able to understand the situation intelligently.

When Mr. Edison sold his phonograph patents to the North American Phonograph Co. for \$500,000 cash, and the local phonograph companies purchased their rights through that company, paying several times that amount for their exclusive privileges, they became entitled, under their contracts, to the sole right to handle the phonograph in their respective territories, not only in its then imperfectly developed state, but also to all improvements upon it to be made within fifteen years thereafter. As your important says, in a recently published interview in your paper, the phonograph business during the first years of its promotion was, indeed, "in a groggy condition." The New York Co. itself spent \$50,000 from its treasury during the first five years of its existence in a vain effort to promote the business. The public would not take the imperfect machines offered them, the promised improvements were slow in coming, and they could not do a profitable business with the machines then obtainable.

Finally, when the North American Co., its only source of supply, was forced by Mr. Edison into the hands of a receiver, and an attempt was made to get the local company contracts out of the way, by a legal trick which is characterized by the court in its opinion as "an ill-considered attempt to evade contractual liability," there seemed to be nothing left except to make a direct appeal to Mr. Edison for recognition. This was done. A committee was appointed which waited upon him, had many conferences with his counsel and himself, called his attention to their contract rights, tried to make some satisfactory arrangement with him, but the only result was his final reply that he would sell phonographs to the New York Co. upon the same basis as he was selling them to his agents, but not otherwise; and that if the company thought they had any exclusive

rights under their contracts they had better establish them by litigation.

There was nothing left to be done, therefore, but to follow this advice, and in 1901 its bill of complaint was filed with the United States Circuit Court, and after four years of strenuous litigation in which defendants' counsel availed themselves of every technicality known to the law, to postpone and evade a final hearing, a decree has been handed down by the United States Circuit Court granting the injunction prayed for against the National Co. and ordering them to give an accounting of their profits to the New York Co. An order staying the injunction until the October term of the United States Circuit Court of Appeals was filed at the same time, but the accounting will be proceeded with before United States Commissioner Shields without delay, and under the order of the court the defendants are required to produce their books and be examined to show what damages shall be assessed against them.

In the meantime the defendants have, through their agents, purchased several thousand shares of the stock of the New York Co. in an unsuccessful attempt to get control of its affairs for the purpose of stopping this litigation against them, and they are now large stockholders of record, voting at every election to secure a board in their own interests.

As a subscriber to and an advertiser in your widely circulated paper, I request that you will, as a matter of fair play, give publication to this letter, and to the decree a printed copy of which I enclose, so that the trade and the public generally may be properly informed as to the true status of the case, and not be misled by the erroneous reports which the defendants have so freely circulated. Yours very truly,

JAMES L. ANDERSON,

Secretary N. Y. Phonograph Co.

Without making any comment on Mr. Anderson's letter, it would be well to remind the trade that the entire matter is still in the courts. Also that the questions at issue, which in no wise affect the business directly, and deal solely with the legal rights of the respective companies, will not be finally adjudicated until they are reviewed by the United States Court of Appeals. Pending this all proceedings are absolutely stayed.

The appended circular letter has been sent the trade by the National Phonograph Co. relative to a notice issued by the New York Phonograph Co. in connection with recent decisions rendered by Judge Hazel, of the United States Circuit Court, sitting in equity, for the Southern District of New York:

Orange, N. J., June 9, 1905.

"We have had our attention called to a notice which the New York Phonograph Co. have sent to

jobbers and dealers in the State of New York in reference to the suit brought by them to enjoin this company from dealing in phonographs and supplies in that State. The notice in question has also been disseminated by other companies claiming similar rights in other localities.

"The order for the injunction referred to in said notice was stayed by an order of the court, filed simultaneously with the injunction order [already published.—Ed.] An appeal having been taken from the decision of the lower court, the stay is continued and all other proceedings are suspended, pending final disposition of the case by the U. S. Circuit Court of Appeals. If the Court of Appeals should finally hold that the New York Co. is entitled to an accounting, that will be a matter for the National Co. to settle, and jobbers and dealers throughout the State of New York and elsewhere cannot be held accountable to the New York Co. or any other parties claiming similar rights, for the obvious reason that damages cannot be exacted twice for the same cause of action.

"So far as concerns other companies outside the State of New York claiming similar rights, it is sufficient to say that no suit has progressed beyond the mere formality of filing the usual bill of complaint. In any event, we repeat the assurance which we have always cheerfully given, that we stand back of our jobbers and dealers to the fullest extent, and that we hold ourselves ready to defend, at our expense, any action which may be brought against them for violation of any patent, or similar rights, in connection with our goods, and to pay any damages which may be assessed therein, provided that in the event of such a suit, the matter be immediately turned over to us, to be handled by our own attorney. Yours very truly,

"NATIONAL PHONOGRAPH CO.,

"W. E. GILMORE, President."

"Answers to the bill of complaint of the Wisconsin and Illinois companies have been filed by the Edison Phonograph Works and the National Phonograph Co. The other suits will be taken care of in due course."

DEALERS INJURING THEMSELVES

By Not Taking Hold and Establishing a Talking Machine Department.

While music dealers are regarded as one of the natural agencies for the distribution and sale of talking machine products, still they do not take hold of the business with that vigor and activity so characteristic of other lines handling these goods. The music trades proper have every facility for demonstrating and marketing the line, with store room ready at hand and customers who regard these dealers as the legitimate representatives and sellers of everything pertaining to music and kindred merchandise. A talking machine department is held to be a profitable addition to the business, and the only drawback to a better understanding of this inviting prospect is the prejudice of music dealers themselves.

A great many, much to the credit of their judgment, have recognized this fact and take pleasure in maintaining this branch of their establishment at the highest pitch of efficiency, according it ample room and suitable equipment. These are the wise ones. Another portion of the trade look askance at the proposition, arguing that the talking machine is in no sense musical, hence should be ignored entirely as being outside the pale. No greater mistake was ever made by the commercial side of the business is taken into consideration. It is a splendid line of goods to have, and in the hands of men entirely progressive there is "big money" in it. Besides, a talking machine department worthy the name is a drawing attraction to the distinctly musical and not to be despised, as many live dealers have cheerfully testified.

H. W. Wright, of Boston, has purchased an interest in the talking machine business conducted by Kingman Bros., in Pittsfield, Mass.

JUST
OUT

The K. C. Repeating Attachment

For Edison STANDARD Phonographs

SIMPLE enough for a child to attach.

CHEAP enough for everybody to buy.

The first and only repeating Attachment which operates successfully on a Standard Phonograph.

Now ready for the market.

Price \$3.50

Special styles made for the Home and Triumph machines.

MANUFACTURED BY

THE K. C. NOVELTY COMPANY

27 South Meridian Street, Indianapolis, Ind.

FOR SALE BY ALL EDISON JOBBERS

Sunshine and Shadow

A TALE OF A SOUTHERN HUNTING TRIP

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

There is a secluded nook nestling in a picturesque bend of the St. John's River that is virtually a beauty spot on the face of Mother Earth. It is shaded by tall, odorless pines that bend their majestic tops to the caress of every breeze that whispers through them. Birds of gay plumage sing their love songs there the day long, and the woodland solitude is unbroken by the crack of the hunter's rifle or the whirl of the fisherman's reel.

Here we (Jack Raymond and I) found ourselves on a beautiful evening of early summer, basking in the glow of our campfire and enjoying the golden glory of the rising moon, and our evening pipes.

We were Harvard men, and had drifted south on a hunting trip before taking up our professions. We were both eager to enter upon our lifework, but we sorely needed that plunge into the wilds, the utter absence of everything pertaining to the strenuous life that brings the color racing back into the faded cheeks, and brawn to the lagging limbs. As before stated, we were on a hunting trip; not in the sense understood by the employers of the rest and rifle, but in a manner much more difficult and exciting, and when successful, accompanied by far greater satisfaction. We were in search of all wild things that came within range of our instruments, but we did not wound or kill. Instead of the cold, lifeless forms that fill the so-called sportsman's bag after a day of murder, and haunt him in his dreams at night, we carried home with us the images of our woodland friends and their voices also, permanently photographed on film and cylinder, for we hunted with the camera and the phonograph.

Hunting with the camera has been indulged in for years, but I think I am justified in saying that to Jack and I belong the honors of making the only really successful records of the voices of birds in their native haunts. It is a simple operation, and for the benefit of those who may care to try it, I will describe briefly how it is done.

I will give as an example our experience in recording the cry of the great horned owl, known as the king of the forest.

We discovered a large, ragged hole in the limb of a gnarled oak, which seemed especially adapted to the requirements of the bird we sought. After climbing the tree and peering cautiously into the moss-rimmed aperture, Jack returned in great excitement with the intensely interesting information that a whole family of owls lived there and that they were all at home. We unpacked our recording outfit which consisted of an Edison phonograph and small paper horn, over which we stretched a cover of cloth painted to resemble the bark of the oak tree. We had dozens of these covers, and I don't if there was a denizen of the forest whose call we could not match with one of them. After adjusting the recorder and blank cylinder, I slowly ascended to the limb, carrying the paraphernalia with me.

Eventually I discovered an ideal spot in which to place the machine, a forked branch where dense foliage obscured it from the view of the sleepy inhabitants of the cavern just beyond. Then I placed the horn in position, lowered the recorder on the surface of the blank, attached the starting cord, and descended to await the night, and to pray that Mr. Owl would at least indulge in a good-bye to his family before starting out on his nocturnal marketing.

Just as the twilight deepened into night and the big, full moon was painting the treetops with silver we heard a low, weird hoot. My fingers tingling with apprehension, I gently pulled the string. Like minutes, the seconds went by, and still no sound. Then loud and clear, ringing with the volume of a hunter's horn through the forest glade, came the long, piercing cry we longed for. Who-o-o-o-o! Who-o-o-o-o! It continued through a period of nearly three minutes, then with a blinding flash it was gone. The sudden glare of light frightened me as much as did the owl, for in my excitement I had forgotten that Jack's camera was to play a leading part in the drama, and that he had taken a flashlight photograph as I had made the record.

Was the sound I yearned for so eagerly recorded upon the little black cylinder up yonder among the shadowy oak leaves? I lost no time in meditation, but clambered up the tree with all possible speed, despite the injury to clothing resulting therefrom, and soon had the machine installed upon a soap box in the corner of our shanty, a reproducer inserted, and then came the concert.

Starting with a low tremolo, the voice in the horn sprang to a forthrightness of great volume, dying away again in a faint echo. Several times was this repeated, until the whole surface of the cylinder had been traversed by the sapphire ball, assuring us that we had procured a perfect reproduction of the voice of the great horned owl.

However, as this story has not to do with horned owls hereafter, but to something far more fascinating, I will be more explicit and return to our camp on the banks of the limpid St. John's.

On the beautiful evening in question we were particularly well pleased with our trip, ourselves and the world at large. We had found game plentiful, as a case of records and a large roll of photographic films bore evidence, and schemes were drifting out into the moonlight woven in the smoke from our fire, that spoke of other worlds to conquer, of diversions that would afford us a last, deep pleasure before throwing off the cloak of lifelessness and setting our shoulders to the cart wheel of later years.

We sat in silence—only Jack's mandolin breaking the stillness. As the faint, sweet strains glided out on the moonlit water, and came to us again in a tender echo full of melody from the misty distance, a feeling of peace, a love for the calm and quiet of the wilderness stole upon me

and I spoke to Jack, pouring out my heart to him on the subject.

"Yes; it is all right here," he replied, but his tone assured me that there was something wrong. He was not the care-free Jack who had made our trip a picnic until now.

"Anything the matter, old man?" I asked, fearing he might be ill. "Oh, nothing special," and he sighed. After a few moments of silence he spoke with an effort. "I might, as well make a clean breast of it—I'm homesick. You will admit, I think, that it is mighty hard on a fellow who is engaged to the nicest little girl in all the world to be shut out of her sight all these weeks, with only her picture to console him. I know we have had a bang-up time, but I would give a week's rations for just one peep into a certain Fifth Avenue drawing room to-night." Taking a photograph from the depths of his hunting satchel, he gazed long and passionately at the sweet, refined face whose brown eyes met his blue ones so trustfully from that piece of cardboard.

Far down the river a troop of water fowl were sporting. We could hear the dull beat of their wings, and their brazen cries as they entreated their mates to join the frolic, and so the night wore on. We were crawling into our blankets when a shadow passed between us and a figure stepped out into the fire light. It was an Indian, a fine-looking fellow, of heroic physique, straight as an arrow, and his figure set off to great advantage by the tight-fitting shirt and leggings of buckskin, the dress of his people. His feet were shod with beaded moccasins, and his long black hair, which fell in showers over his broad and shapely shoulders, was decorated with a plume from a heron's wing, white as snow. Evidently he was a specimen of the seldom seen perfect Indian.

"Ugh! me Ogalah—bring letter," and stepping over to my side of the blaze he handed me a dainty envelope upon which there was no name or address. Wonderingly, I broke the seal and read in a small, feminine hand the following:

"Senors.—Doubtless you will think me bold to thus address you, having never met you, but when I saw your canoe pass our villa yesterday I examined you carefully through my spyglass, and became firm in the belief that you were gentlemen, and that you might be induced to favor us with a visit. It is very lonely here, as we are used to the society of a great city, and a caller, therefore, is a rare treat.

"Please come and lighten the heart of

"Ever yours,

"MARGHERITA DON CARLOS."

"We are in luck now, at any rate," I exclaimed, handing Jack the delicate epistle for perusal. He read it in silence and ended with his customary, "By Jove!"

"Say, Mr. Ogalah, who gave you this letter, and where does she live?"

"Ugh! Senorita give um me. Live down river. Say, Ogalah, give um Senor's letter. Stay in camp to-night. Bring um Senors down Villa in morning."

"By Jove!" cried my friend, "it's strange we never noticed that Villa in our many trips down the river, but no matter, that will come right to-morrow. What sort of damsel do you take her to be, Frank?"

"Tall and stately, with a sallow complexion," I answered between luxurious puffs on my last pipe.

"I'll bet she's just the opposite," laughed Jack, and we went to sleep.

We awoke to find a tempting breakfast awaiting us, to which we did full justice, proclaiming our friend, Ogalah, an adept in the culinary line. After a careful adjusting of raiment before a cracked mirror and a devout wish for many an absent toilet article, we placed ourselves in the custody of our dusky guide, and were soon gliding down the river, propelled by the dexterous paddling that only an Indian knows. We had gone, perhaps, a mile when our canoe wheeled sharply, and springing to the right, entered a little cove. Leaping out, and bidding us follow him along a winding path he soon brought us in view of a stately mansion of the old Spanish style, set in a grove of palmettos

"If I Were Only You"

I would send my next order
to
James I. Lyons.

Makes no difference how far away you are I can give you service.

We carry all lines of machines and records.

Send for our complete alphabetically arranged list of all makes of records.

THIS IS ISSUED MONTHLY



JAMES I. LYONS
WHOLESALE
194 E. Van Buren St., CHICAGO, ILL.

and surrounded by a spacious lawn, smooth and green as velvet. Well-cared for walks of red gravel wound in and out among the trees and marble fountains sent forth sprays of crystal water, which glowed with every color of the rainbow in the light of the glowing sun. Escorting us to the massive gateway flanked on either side by stone lions, the red man paused, and with stony and unflinching directed us to the house. Then, with a wave of the hand, he was gone.

We walked briskly up the broad driveway, and on approaching the veranda we discovered a hammock gently swinging to and fro from the Colonial pillars. The occupant was not visible, a deeply tanned manilla obscuring the view. As we watched, a tiny foot encased in red leather, and holding us spellbound with its symmetry, peeped forth from the fluffy lace. It was followed by just a suspicion of trim anklet. Our smothered cry of admiration brought forth an immediate and violent agitation on the part of the manilla, as though it sympathized with us, and would keep us in suspense no longer.

Like the unveiling of a beautiful picture, or the bursting forth of a butterfly from its cocoon, came forth the Senorita Don Carlos to bid us welcome.

"Ah, this is indeed a pleasure, Senors; I am most charmed," and she gave me a hand so small and delicate that I was loath to take it in my own for fear that I might mar its beauty. It reminded me of a dainty piece of bric-a-brac, to be admired from a distance. She installed us in easy chairs beside her hammock, and we were soon talking as easily and as confidentially as if we had known each other all our lives. She was not so handsome as she was striking, but Oh! what a fascination settled its fangs in my heart as I heard her silvery laughter. She told us of the pleasures of the winter season, the glory of the Mardi Gras; called me her Francisco and admired the color of my hair.

We entertained her in return with an account of our trip and its pleasing results. She was very enthusiastic over our "talking machine gunning," as she termed it, and begged us to let her hear our records upon our next visit to the villa.

Upon my assurance that we would be only too glad, her dark eyes sparkled bewitchingly, and she cried in a voice of exquisite melody, "Ah, that will be sublime! I like you, Senors; I love your humanity. You do not gloat on killing, as do my countrymen. I am sometimes ashamed of them. When I was a little girl my father took me to witness a bull fight, and the horror of it is with me still. I laughed with glee at the gay procession of matadors on their prancing steeds, the music and the flowers that fell among them. But when a wild bull, maddened by torture and starvation, bounded into the arena, and gored a poor, helpless horse with his cruel horns, and the ladies clapped their jeweled hands and cried, "Bravo!" I did not hear them. I heard only the agonizing groans of the dying horse, and saw the pathetic plea for mercy in his fast glazing eyes. My baby heart filled with anger for the monsters who could permit such a thing; I screamed and shook my chubby fists at the people. My father endeavored to quiet me, but to no avail, and he was forced to carry me away. You should be thankful, Senors, that you are not Spaniards, and that you have never seen a bull fight."

At dinner we met her mother, a sweet little woman, who seemed an antique copy of her daughter, so much did she resemble her, and her father, a portly gentleman in the sugar trade, whose firm, he gave us to understand, was a rich and influential one. He became quite confidential over his coffee and cigarettes, and regaled us with many a good story, shreds of which are clinging to my memory even now.

We spoke to him of Ocahiah, and how we enjoyed his visit to our camp. "Oh, Ocahiah called on you, did he?" and he laughed. "He is a toy of Margherita's. When my daughter wishes for anything she sends Ocahiah off post haste to get it for her," and he laughed again. After he had recovered from the second attack of mirth he told us that there had been a great many Senoritos in Florida in the old days, but that they were nearly all gone now. Ocahiah was the son of a chief, famous in his time, who had left a few descendants to save his tribe from utter ex-

inction. He was very faithful, and they had grown to treat him as one of the family.

As we took our leave late in the afternoon I noticed that the Senorita held my hand longer than simple etiquette demanded, and I felt a little note, just a morsel of paper, clinging to my fingers as we made our way back to our canoe. Paddling homeward in the gloaming, Jack detected me reading; it under cover of lighting my pipe, and proceeded to congratulate me on what he termed my successful conquest, and begged the honor of best man. Finally his curiosity got the better of him, and he asked to see the note. I gave it to him eagerly, secretly gloating on the humiliation I felt sure it would cause him, for Jack was a lion among women—yes, an idol of the New York drawing rooms. Often had he been the center of an admiring group of pretty girls at some afternoon tea, or evening dance, while I, the wall flower, was forced to enter into a dry discussion on cats with a prim old maid. But had the Senorita had changed all that at last. This is what he read:

"Come to-morrow night and alone. I want you, Francisco. MARGHERITA."

She received me on the veranda in a low-necked evening gown of white, and as I gazed at her there the moonbeams nesting in her raven tresses and sparkling on her dimpled shoulders, my heart went out to her entirely, and I loved her with my whole soul from that moment.

I had brought my phonograph, and as we listened to the records Jack and I had made in the forest, I asked her, laughingly, to name the feathered artists. She knew them all, and could imitate them with wonderful accuracy. "Ocahiah taught me," she said in answer to my look of surprise. "Did the Senor ever make a record of a lady's voice?" I told her I had, and very often. Was it possible that I was to have the permanent reproduction of the rippling music that bubbled from the lips of this beautiful creature before me? Was it for my very own forever? Ah, no, that was far too great a pleasure for one man. "I will sing for the Senor, if he desires it." She touched a silver bell, bringing

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a vision of loveliness in cap and apron, who demurely asked her mistress' pleasure. "Bring me my mandolin, Ross, and accompany me in a fandango."

As I swept over the dark waters of the St. John's on route to camp that night, I carried a record worth many times its weight in gold.

I found Jack asleep, curled snugly in his blanket by the fire, feet to the dying embers, and in one outstretched hand the picture of the girl he loved. "Two can play at that game," I muttered, and wrapping the voice of the Senorita in many coverings of cotton, I laid it beneath my pillow. Then, as a whip-crack will called to its mate across the tree tops, I soared away into the land of dreams, where my love sat on a throne of phonographs and wielded a flower horn as a sceptre.

In the morning, over our breakfast of succulent trout, I told Jack I was in love. "I knew that long ago," was the calm answer. "Well, old man, if you don't mind, I think I will navigate the waters of the St. John's in the neighborhood of the Villa this morning. That is if—oh, hang it! there's something I want to tell her."

"Oh, there? Well, here's to your success, my boy," and kneeling at the brook that lapped its way merrily through our sylvan domain, he quaffed long and deep to the Senorita and to me.

An hour later I was pulling the great knocker on the front door of the Villa with hope strong in my breast, for after my experience of the night before I felt assured that the matrimonial battle was all but won.

"Is the Senorita at home?"

"She is out walking with the Senor. Be seated."

I turned to confront the siren of the mandolin, her pretty face wearing an inscrutable smile. I thanked her and waited.

Presently I saw my affinity strolling up the walk with a man. "Ah, there is the gentleman I wrote you about, Pedro; is he not handsome?" Senor Francisco, allow me to present my husband, Pedro Jon Carlos."

I craved again in a sorry plight to find Jack in the depths of a novel. He looked at me and grinned.

"How did you find the lovely Senorita?"

"I found her a Senora, and I leave for New York at once."

"By Jove!" said Jack.

NAMES OF PRIZE WINNERS.

The committee having in charge the selection of a name for the Columbia Phonograph Co.'s new loud-speaking graphophone recommended "that all machines made, or hereafter to be made, embodying the Higham principle of relaying or reinforcing sound be known as 'Twentieth Century' graphophones; and the first model of the machine be known as style 'Premier.'" Although it was originally intended to give but one of the new machines, in view of the fact that the name divided upon was a combination of names suggested by two persons, it would be only fair to give two graphophones instead of one; and to the persons to whom the prizes should be awarded were George B. Elder, Philadelphia, Pa., who first suggested the name "Twentieth Century," and Carl F. Miller, Fremont, O., who was the first to suggest the name "Premier."

RECORD BULLETINS FOR AUGUST, 1905.

NEW EDISON GOLD MOULD RECORDS.

Edison Gold Moulded Records are made only in Standard Size. Both Standard and Concert Records are made from this list. Orders by mail, please, not by mail. If Concert Records are wanted, give the number and label of the Standard Record from which they are made.

5050 (Horn) Overture (Weber)..... Edison Concert Band
5051 Marie Truancy (Maugham)..... Miss Clara Vance
5052 Farmer's Serenade, song with orch. accom.
5053 The Roxy (Sevin)..... Knickerbocker Quintette
5054 (Horn) Overture (Weber)..... Edison Concert Band
5055 Jimmie (Hay)..... Edgar L. Davenport
5056 (Horn) Overture (Weber)..... Edison Concert Band
5057 (Horn) Overture (Weber)..... Edison Concert Band
5058 (Horn) Overture (Weber)..... Edison Concert Band
5059 (Horn) Overture (Weber)..... Edison Concert Band
5060 (Horn) Overture (Weber)..... Edison Concert Band
5061 (Horn) Overture (Weber)..... Edison Concert Band
5062 (Horn) Overture (Weber)..... Edison Concert Band
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5098 (Horn) Overture (Weber)..... Edison Concert Band
5099 (Horn) Overture (Weber)..... Edison Concert Band
5100 (Horn) Overture (Weber)..... Edison Concert Band

NEW VICTOR RECORDS.

Numbers beginning with 4 are in 10-inch size. Numbers beginning with 31 are in 12-inch size.

31400 Hapsodde Hongsro, No. 2—Part I, L. E. List
31401 Hapsodde Hongsro, No. 2—Part II, L. E. List
31402 Hapsodde Hongsro, No. 2—Part III, L. E. List
31403 Hapsodde Hongsro, No. 2—Part IV, L. E. List
31404 Hapsodde Hongsro, No. 2—Part V, L. E. List
31405 Hapsodde Hongsro, No. 2—Part VI, L. E. List
31406 Hapsodde Hongsro, No. 2—Part VII, L. E. List
31407 Hapsodde Hongsro, No. 2—Part VIII, L. E. List
31408 Hapsodde Hongsro, No. 2—Part IX, L. E. List
31409 Hapsodde Hongsro, No. 2—Part X, L. E. List
31410 Hapsodde Hongsro, No. 2—Part XI, L. E. List
31411 Hapsodde Hongsro, No. 2—Part XII, L. E. List
31412 Hapsodde Hongsro, No. 2—Part XIII, L. E. List
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31414 Hapsodde Hongsro, No. 2—Part XV, L. E. List
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31440 Hapsodde Hongsro, No. 2—Part XLI, L. E. List
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SOBRANO SONGS IN ITALIAN.

3100 La Traviata (Rusconi and Belli Ballet)... Gino Chaparelli. Piano accom.
 3101 Cavalleria Rusticana (Aria Santuzza)... Gino Chaparelli. Piano accom.
RAFFAELI SONGS.
 3102 Il Trovatore (Ballo del Ferrucchio)... Taurino Parisi. Orchestra accompaniment.
 3103 H. Harlowe (Finale Largo of "Fatum"). Italian. J. W. Myers. Piano accom.
 3104 He's Me Fat... (Popular East Side Song)... J. W. Myers. Piano accom.
 3105 Will o' the Wisp... J. W. Myers. Piano accom.
 3106 Columbia... (Patrolistic)... George Alexander. Orch. accom.
 3108 The Old Arm Chair... (Serenata)... Charles Gordon. Orch. accom.
 3109 Father, Then Knowest... (Chante A. Cunningham). Organ accompaniment.
BASS SOLOIST FRENCH.
 3136 Le Châlet... (Acting)... Marcel Journet. Duo accompaniment.
SONG SONGS.
 3181 Just As I Am... Henry Burr. Tenor. Organ accom.
 3182 Meek (My Joy)... E. Muech. Piano accom.
 3186 A Sprig of Shillalah... (A companion song to "A Hit of Blarney"). Billy Murray. Organ accompaniment.
 3187 Longing for You... (Sentimental)... R. G. Hazan. Organ accompaniment.
 3191 Farewell, Soldier Boy... (Marching song)... James McCool. Organ accom.
SONG SONGS.
 3175 Under the Bamboo... (A new song by the composer of "Sylvie"). Bob Roberts. Orchestra accompaniment.
 3183 Shame on You... (Lick). Bob Roberts. Orch. accom.
 3189 The Meriton... (Com.). Bob Roberts. Orch. accom.
 3194 My Little Girl... (Lullaby). Collins. Orch. accom.
COMEDY SONGS.
 3182 Farwell, Mister Almer... (Serenade)... Collins and Haven. Orch. accom.
 3190 My Little Girl... (Lullaby)... Miss Ada Jones and Ed. Deitz.
LETTS FOR SOBRANO AND BARITONE.
 3192 Chant as the Night... Alfred Ely & Mable Dufour. Piano accompaniment.
 3193 Kevedo... (Gaidin Quartette). Orch. accom.

Howey Buck... Turpin
 I'm Going to Meet, Birdie To Night... Morse
 1075 We'll Raise the Roof To Night... Morris
 The Girl on the Tent... Bonard
 Lucy Linda Lady... Reed
 1076 The Girl on the Tent... Reed
 1079 Hiss Grass Echoes... Holtzhaus
 Simple Simon... MacEachron
 In the Shade of the Old Apple Tree... Von Tilzer
 Linda Schmidt... Bonard
 1080 Down at the Italy Store... Von Tilzer
 The Young Man... Bonard
 Morning Glory... Lambert
 Just My Way... Lambert
 The Watermelon Vine... Allen
 1081 Cornish Papers... Von Tilzer
 My Word... Hubbard
 Won't You Fondle Me... Dapin
 The Young Man... Bonard
 Sunflower Slow Drag... Joplin
 1082 The Young Man... Bonard
 Original Rags... Joplin
 Pamina March... H. H. Brown
 The Young Honey in Springtime... H. H. Brown
 Socrates Jackson... Level

4 Waltzing with the Girl You Love... Evans & Shields
 5 My Irish Molly O... Jerome & Schwartz
 5155 I Hold Your Horse... Jerome & Schwartz
 1 Mollie Brown... Walter Roffe
 2 Mollie Brown... Walter Roffe
 3 Meek Me Down at Linn, Lena... R. Franzen
 4 In the Shade of the Old Apple Tree... J. H. Franzen
 5 I'm Looking for a Sweetheart... J. H. Franzen
 5156 The Giggler... C. Haines
 2 A Gay Gossamer... E. F. Kendall
 3 A Gay Gossamer... E. F. Kendall
 4 Jolly Pickaninny... J. H. Franzen
 5157 American Eagle... J. G. Bushong
 2 Careless Guy... A. G. Friedman
 3 Hey! Mister Joshua... A. G. Friedman
 4 Chicken Chunder... Irene Gilbin
 5 Sunbeam... Irene Gilbin
 2 Bright Eyes, Good Bye... Evans & Shields
 Williams & Van Alstyne \$3.75

ROTH & ENGELHARDT'S LATEST MUSIC.

For Style 4 Four Peasles Nickel-in-the-Slot Piano.

For Style 4 (without Keyboard):
 9052 1 Prayer and Passion Waltzes... A. A. Grinan
 2 Harze Waltzes... Kenneth S. Clark
 3 Queen of Hearts... C. A. Grinan
 4 The Girl on the Tent... Bonard
 5 German Waltzes... C. Haines \$3.75
 9053 1 From "A Yankee Circus on Mars" At the Hippodrome
 2 One Little Boy I Know... Wm. E. Buck
 3 Solo-Indian Song... H. E. Tighe
 4 I'm Looking for a Sweetheart... H. E. Tighe
 5 Carrie from Parvo... R. A. Browne
 9055 1 My Irish Molly O... Jerome & Schwartz
 2 Waltzing with My Girl... Evans & Shields
 3 On Yo Yo... Thos. S. Allen
 4 In the Sweet My Time... Thos. S. Allen
 5 Tickle Me... Madden & Mullen \$3.75
 9056 1 Arizona... Emily Smith
 2 Letzere Waltzes... R. H. Blumberg
 3 The Social Lion... R. H. Blumberg
 4 The Jolly Friars... Wm. E. Buck
 5 The Norwegian March... R. L. Brannan \$3.75
 9057 1 Hey! Mister Joshua... A. G. Friedman
 2 Careless Guy... A. G. Friedman
 3 Sprig O'Shillalah-Intermezzo... J. Fred Hoff
 4 The Giggler... E. F. Kendall \$3.75
 5 A Gay Gossamer... E. F. Kendall
 9058 1 Lona Leo Song... F. Chatterway
 2 Milking the Milky Way... F. Schwartz
 3 Fresh "A Yankee Circus on Mars" at the Hippodrome
 4 Chicken Chunder... Irene Gilbin
 5 I'll be Your Sweetheart if You'll be My Bean... F. Chatterway
 9059 1 Sunbeams-Intermezzo... F. Chatterway \$3.75
 2 Game of Love... Maurice Levi
 3 Higgly Pickle... J. R. Mollen
 4 Boxy Song... J. R. Mollen
 5 Cherry Song... A. R. Sloane
 6 Love-Ly Teazle... A. R. Sloane
 5 Come Along Little Girl, Come Along... Song... J. R. Mollen \$3.75
 9100 1 Violet... J. R. Mollen
 2 Bright Eyes... J. R. Mollen
 3 The Story of the Flag... William & Van Alstyne
 4 Puddy's Day... J. R. Mollen \$3.75
 5 Good Bye, Little Dear... J. R. Mollen
 For Style "D" Peerless Nickel-in-the-Slot Piano:
 5153 1 Yankee Get-March... Abe Holzmann
 2 Arizona... Emily Smith
 3 The Social Lion... R. H. Blumberg
 4 The Norwegian March... R. L. Brannan
 5 Lollie Life-March... R. Franzen \$3.75
 5154 1 Tickle Me... Madden & Mullen
 2 In the Sweet My Time... E. De Koffe
 3 On Yo Yo... Thos. S. Allen

CONTRIBUTION OF A NOTED SCULPTOR.

(Special to The Talking Machine World.)
 Baltimore, Md., July 10, 1905.

B. Forni, the prominent sculptor of this city, has just finished a clay model of the "Victor Dog," known all over the world as the trademark of the Victor Talking Machine Co. This model was made by order of A. W. Pett, talking machine dealer, 318 North Howard street, exclusively for his store window decoration. The new store of Mr. Pett presents an entirely new appearance, and the whole space is given over to handling Edison and Victor goods. Mr. Pett believes that he is first to establish in this city a store especially designed to handle together these goods on a basis to rival with the best appointed houses. Mr. Forni's model of the "Victor Dog" is really a work of art, and it is attracting much favorable notice.

H. M. Holliman, of Houston, Tex., recently sold to Governor Hogg a \$150 outfit, including an Edison machine, records and blanks; also spent several days with the Governor on his famous plantation making records of speeches, etc., for future reference.

The Jacot Music Box Co., 39 Union Square, have rented a large lot in the Jackson building, Union Square and 17th street, to meet the demands of their increasing business.

M. F. Holderman, a well-known inventor of Washington, D. C., has just completed a cylinder talking machine which has won the praise of noted experts. It was built for his own use.

P. J. Kelly, who has been connected with the Columbia Phonograph Co. for the past three years, has taken charge of the St. Joseph, Mo., branch of the company.

UNITED HEBREW D. & C. RECORD CO.

The following Hebrew comical selections are sung by the famous Grand Theatre quartette and are the most popular of the day.
 1129 "Die Chassidin" (op. 2 Kunt Lema)
 1130 "Der Chossid" (fun Chochmas Noshim)
 1131 "Mentcho Weshimcho" (fun Lodes Rousland)
 1132 "Die Pechonerie Noshonim"
 1133 "Agite Woch" (fun Tasse Lodes)
 1134 "Hoff Meiner" (fun Chochmas Noshim)
 1135 "Hornch Hado" (fun Gavrieli)
 1136 "Der Me" (comical)
 1137 "Mein Tamar" (fun Chochmas Noshim)
 1139 "Op Jener Zeit" (fun Tamaras Hamishpicho London)
 1140 "Widit" (fun Gavrieli)
 1141 "Die 4 Hahangim" (fun Chochmas Noshim)
 1163 "Der Proter" (fun Hahangim)
 Mr. K. JEWELBETZ.
 1122 "Die Depeshke" (Patriotic)
 1123 "Chane" (very funny later)
 1124 "Ben Rebins Chochmas" (comical)
 1125 "Der Postig" (fun Chochmas Noshim)
 1126 "Die Chassidische Loteret"
 1127 "Cherov Nef" (fun Chochmas Noshim)
 1128 "Die Seltzer Neshi"
 1144 "Tarn" (fun Ben Hahangim Soddit)
 The following Hebrew Orchestra selections are played by the famous Gaidin band. They can positively state that they are the loudest and clearest records ever recorded.
 1145 "Tasse Pekele" (very popular).
 1147 "Der Chossid" (fun Chochmas Noshim).
 1149 "March" (fun Chochmas Noshim).
 1349 "Zurk Abotin" (fun the 2 Tanimin).
 1150 "Die Holzer" (op. 2 Tanimin).
 1151 "Zion Tana" (charac).
 1152 "Ben Rebins March" (Minsky).
 1153 "Polker"
 1113 "Selection" (op. Jaschive Bocher).

NEW MUSIC FOR REGAL PIANO.

1077 Tammany... (March).
 Come Take a Trip in My Air-Ship... Ascher
 Matthey Mads... Herbfelt

OUR NEW DISC RECORD CABINET

No. 33, holds 126 Disc Records as large as 12 inch, has drawer for used and unused Discs. Price for Cabinet, Cylinder and Disc Records.
 SPECIAL, net No. 10 Office Desk, \$18.00.

FEIGE DESK CO.
 2865 Genesee St. SAGINAW, MICH., U. S. A.

POSITION WANTED

By expert phonograph recorder. Has had entire charge of making and recording departments of Lambert, Co., Ltd., in London and has made machines for Edison-Bell Company of London; fully prepared to superintend manufacture of cylinder records from raw material, also give good help in disc work. Address: F. W. Matthews, Carlisle, Ill.

WANTED

An all-round talking machine man who understands the selling and repairing of Victor and Edison machines. Address Box 27, care of The Talking Machine World, No. 1 Madison Avenue, New York.

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 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 lists 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

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Special to The Talking Machine World.)

Washington, D. C., July 11, 1905.

PHONOGRAPH. Frederick Meyers, New York, N. Y. Patent No. 793,627.

This invention relates to improvements in phonographs, using the term to include all instruments which reproduce articulate speech and other sounds, the invention relating particularly to means for permitting the horn to be turned in any required direction and for disposing the sound-box or device used in connection with the disk or record for recording or reproducing articulate speech and other sounds immediately adjacent to the inner end of the horn to prevent loss of volume of the sound between the sound-box and horn.

In the accompanying drawings, Figure 1 is an elevation of a phonograph embodying one form of my invention. Fig. 2 is a top plan view.

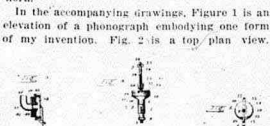


Fig. 3 is a detail sectional view taken on the plane indicated by the line a a of Fig. 1. Fig. 4 is a similar view taken on the plane indicated by the line b b of Fig. 1.

TALKING MACHINE. Geo. A. Marwarine, Bayonne, N. J., assignor to American Graphophone Co., Washington, D. C. Patent No. 793,110.

This invention provides for continuous sound-records and practically continuous reproductions of the same, the length of any record depending, of course, upon the amount that can be placed upon the available surface of the record-tablet. Heretofore, in practice at least, this has been limited to sounds that would occupy but about five minutes or generally less time. By this invention one is enabled in a convenient manner to make records practically continuous through hours.

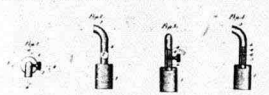
The invention consists in providing a ma-

zine carrying the record-receiving material, successive portions of which are presented to the action of the recorder intermittently as each previous portion has been filled with a record. The most convenient form consists of a record-receiving strip of flexible material wound upon a drum or roller, and preferably this drum is carried by a revolving support that passes under the recorder. The support in question may be either cylindrical or of other shape; but for clearness a flat turn-table is described.

In the drawings, Figure 1 is a side view of one form of the invention. Fig. 2 is a plan of the same, the sound-box being removed. Fig. 3 is a sectional view of the roller containing a strip of the record-receiving material; and Fig. 4 is a portion of such strip, on a reduced scale, showing a succession of spiral records.

SOUND-BOX. Chas. L. Hilbard, Orange, N. J., assignor to New Jersey Patent Co., West Orange, N. J. Patent No. 793,142.

In using phonographs and similar talking machines for commercial purposes, such as the dictation of letters and other documents, and also in using such machines for the study of a language, it is customary for the person listening to the phonographic reproduction of the sound-records of the said letters or lessons to use ear-tubes leading from the reproducer of the instrument. It is found, however, that frequently the sounds given out by the reproducer are so powerful as to produce an unpleasant effect upon the listener, especially one whose sense of hearing is



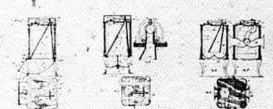
very acute. It is for this reason desirable that means be provided whereby the sounds thus given out by the reproducer mechanism may be modified or reduced in intensity or volume. It is also desirable that such means shall be so constructed as to be capable of being readily attached to or detached from a talking machine,

and preferably that it shall be capable of being readily connected with or disconnected from the ear-tubes which are in common use; also, that it shall be so designed as to be capable of ready and delicate adjustment, whereby the volume of sound may be adapted to any particular ear. This invention has for its object the provision of a device having the characteristics above set forth.

Reference is hereby made to the accompanying drawings, illustrating one form of device in which the invention may be embodied, in which Figure 1 is a plan; Fig. 2, a side elevation; Fig. 3, a section on the line 3 3 of Fig. 1; and Fig. 4, a section on the line 4 4 of Fig. 1.

COMBINED STAND AND HORN FOR TALKING MACHINES. Henry C. Miller, Waterford, N. Y. Patent No. 793,913.

This invention relates to improvements in a combined stand and horn for a talking machine. Talking machines now in use employ a horn extending out from the sound-box, which is large, unsightly, and frequently takes up so much room that it is in the way. It has been found that it is not essential to extend the horn from the machine, and therefore a cabinet is constructed



on which the talking machine is placed and utilizes the interior of the cabinet to accommodate a horn and a deflector to distribute the sound. The object of combining these two elements is to economize space and at the same time provide means for utilizing a large horn without projecting it out from the talking machine, as practiced with machines of this type now in use. A further object of this invention is to provide a stationary horn in a cabinet with an adjustable exit that the sound may be directed to an audience at any angle.

In the drawings, Figure 1 is a sectional view of the preferred form of my invention. Fig. 2 is a top plan view with the cover removed. Fig. 3 is a detail transverse vertical section of the means employed for supporting the pipe leading from the talking machine to the horn and the connection between the pipe and horn. Fig. 4 is a vertical sectional view of a modified form of the invention. Fig. 5 is a plan view of the same. Fig. 6 is a vertical section of a different modification. Fig. 7 is a similar view of a further modification. Fig. 8 is a plan view of the modification shown in Fig. 7.

SOUND-BOX. Henry C. Miller, Waterford, N. Y. Patent No. 793,076.

This invention relates to improvements in sound-boxes for talking machines. The object is to provide a sound-box with a working and a sympathetic diaphragm, in combination with a yielding stylus mounted in bearings having means for automatically taking up wear at the bearing points and means fixing the take-up means after it is set, the purpose of such construction being to reduce the scraping sound so prevalent with sound-boxes, as well as to give accurate inflections and articulations and regulate the sounds produced.

In the drawings, Figure 1 is a side elevation, partially in section, of a sound-box operatively related to a talking machine and record. Fig. 2 is an edge view of the improved sound-box. Fig. 3 is a vertical section of the same on the line 2 2 of Fig. 2. Fig. 4 is a detail vertical section of the bearings for the needle-carrying bar. Fig. 5 is

Have You Heard

any of the Hebrew records manufactured by The United Hebrew Disc Record Co.?

Why Should You Not Hear Them?

FIRST.—They are the loudest and clearest ever produced.

SECOND.—They are made of the best material, and last longer than any record manufactured at present.

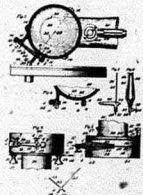
THIRD.—They are reproduced from the best and most expensive talents of the Jewish stage. It will pay every dealer to handle our goods, even if he has the smallest Hebrew trade, as by securing one customer, it will mean for him to secure the entire Hebrew trade. It is impossible for a Hebrew to hear these records and not buy them.

The largest and most influential houses in this country are selling our records. Why don't you? You will find an advance list of June, July and August records in this issue. All these records are ready for shipment. Place your orders at once.

Send For Catalogue and Full Particulars.

The United Hebrew Disc Record Co.

257-61 Grand Street, New York.
(Grand Theatre Building.)



an edge view of the needle-carrying bar and stylus. Fig. 6 is a face view of the same.

Sound-Box. Louis P. Valliquet, New York, N. Y., assignor to Victor Talking Machine Co., New Jersey. Patent No. 791,595.

This invention relates generally to talking machines, and more particularly to the construction and mounting of sound-boxes employed



in connection therewith. The object is to adapt the sound-box for use in connection with a straight horn by forming the elbow in part with one member of the sound-box casing, and at the same time centering the sound-box supporting arm relatively beneath the horn, so that the various parts are more nearly balanced, more compact, and present a neat and finished appearance.

The preferred form of apparatus embodying the invention is illustrated in the accompanying drawings, throughout the several views of which like reference numerals indicate corresponding parts.

In the drawings, Figure 1 is a sectional view of the sound-box, taken on the line s' s' of Fig. 2. Fig. 2 is a view in rear elevation. Fig. 3 is a view in elevation, showing the sound-box mounted on a talking machine; and Fig. 4 is a cross-sectional view thereof, taken on the line s' s' of Fig. 3.

GRAMOPHONE ATTACHMENT. Gabof Konigstein, San Francisco, Cal. Patent No. 792,779.

This invention relates to an attachment which is designed for use in conjunction with the movable



arms of gramophones or talking machines; and it is especially designed to protect the diaphragm and its attachments from injury.

Figure 1 shows application of the improved attachment. Fig. 2 is a sectional view of diaphragm and ring. Fig. 3 is a perspective view of my attachment. Figs. 4 and 5 are modified forms of same.

TRADE CONDITIONS REVIEWED.

Falling In Trade Not Observable in Retail Field—Manufacturers Busy.

For June, business with the talking machine contingent was not so brisk as during May. A falling off was discounted at least with jobbers and dealers, though the manufacturing companies are still fairly busy, not having caught up either with machine or record orders. It is probable next month may look up, in view of the great increase in the business over last year, but it is normally quiet. The summer trade, however, is far and away better than that of 1904.

SAID THE TELEPHONOGRAPHER.

Hpargonhopelet S'nesluop—And the Ladies Thought It Queer.

The alumni of Stevens Institute had a reunion in the auditorium last week, at which Professor Ganz exhibited for the first time the telephonograph, an invention by Professor Poulsen of Copenhagen. The audience was largely feminine, so the professor, in explaining the wonders of the telephonograph, tried to do so as simply as he could.

"The machine," said the professor, "is a combination of the talking machine and the telephone. By it a person may receive the record of a telephone message sent while he or she is absent. Briefly: Somebody calls. You are not in, but the message is recorded. When you do come in the dial above the machine tells you that there is a message for you in the telephonograph.

Now, there is a message in this machine. It was put there before we met. We will now receive it."

Professor Ganz started the instrument, which clearly uttered the following:

"hpargonhopelet s'nesluop for p a sifit nemeltneg una seidal."

"Goodness!" cried the women, and said the men:

"Choctaw!"

"Malay, I think!"

"No, Swedish!"

"No," laughed Professor Ganz, "there is a little mistake. I should have told you that the message is received on a sensitive steel wire, which winds up as the instrument is working. In order to get the language from the right end it is necessary to unwind the wire and begin at the beginning."

While explaining the professor unwound the sensitive recording wire. Then spake the telephonograph:

"Ladies and gentlemen, this is Prof. Poulsen's telephonograph."

DEVELOPING SUMMER TRADE.

The American Talking Machine Co., 586 Fulton street, Brooklyn, N. Y., are paying much attention to the development of summer trade. They have recently issued to their retail customers a circular with the following text:

"Are you going to the country for the summer? If you are, take your 'Victor outfit' with you. Any of our customers who contemplate spending the summer away from home should not fail to take their outfit with them. The music will help to while away the time on stormy days and will also add to the outdoor pleasures. The Victor is just the thing for 'dancing' either indoors or out. You can also enjoy 'opera by moonlight.' Take a good supply of records with you.

"Special Notice.—You can take it without inconvenience to yourself. We will be pleased to send for—pack carefully—and ship outfits for any of our customers without any charge."

This is a very excellent idea, which would pay other jobbers throughout the country to simulate

Phonograph Perfection

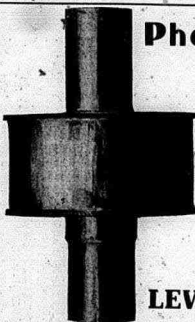
is attained by the use of the

PHONO-CONSONATOR.

Thousands in use throughout the United States have attested this fact. Built on scientific principles it is bound to succeed. No one short of deafness can fail to detect the difference. Send for descriptive circular.

Price, \$3.50

LEWIS MFG. CO., 379 SIXTH AVENUE
NEW YORK



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, 38 inches; Bell, 15 inches

Price, \$10.00

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

Also PACIFIC COAST JOBBER for EDISON PHONOGRAPHS, RECORDS and ACCESSORIES

THE NICKLIN COIN-OPERATED PIANO

(PATENTED THROUGHOUT THE WORLD)

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

The Nicklin Coin-Operated Piano

The ONLY Perfect
Coin-Operated Piano.

POSITIVE IN ACTION.
SLUGS WILL NOT OPERATE IT.

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

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

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

Some News in The Novelty World

Specialties which may be carried as a side line by dealers

This publication reaches thousands of talking machine men in all parts of the world who can, with advantage, handle specialty lines in conjunction with their regular talking machine departments. They are business men, and can increase materially their income by offering novelties to the public, which can be sold at fair profits, and which will form additional attractions to their establishments.

It is with a view of supplying special information along these lines that this department has been opened, and we shall be glad to receive from our readers inquiries as to specialties of any nature. There are a number of particularly desirable articles which can be easily sold during the summer months, and communications addressed to this office requesting information on lines of novelty goods will receive immediate attention.

We shall be glad to hear from our readers at any time in reference to novelty matters. There are manufacturers of specialties who are desirous of getting in touch with the talking machine men, and as there are thousands of them, the field is necessarily a large one for the exploitation of specialties.

Cameras and Photographic Supplies.

A particularly rich field lies open for the retail dealer in cameras and photographic supplies, and the demand for these reproducers of nature is growing each year, until now it has become almost a mania. Everywhere business is prospering, and stores that carry these lines are at their wits ends to supply the trade. Like the talking machine, the profit seldom ends with the sale of a camera, for year after year the customer will invariably come back for repairs, films, etc. Many little side lines may be added, which will make this department more complete, and reap an additional profit, such as picture frames, mounts, a developing and printing department, etc. The questions, "What?" and "How much shall I buy?" will occur to the prospective dealer. These are best answered by the manufacturers themselves, as locality has everything to do with the amount and quality of the goods to be carried. For instance, a man in a large, wealthy city would have a stock which, while it would suit his patron's purse and taste, would be far beyond that of some dealer in a small manufacturing town. Where to buy? That, of course, is a matter of choice. While most of the manufacturers are controlled by one company, this, however, in more than one way benefits the retailers. For as all prices are standard, the large department stores cannot monopolize the trade by cutting prices. One of the great secrets of success in any business is to make friends with your customers. Transient trade is all right, but steady custom is the foundation of a successful business. That's what dealers should work for the year round. Have a store that will attract people, then treat them so that they will not go elsewhere. Establish a reputation for reliability and fair dealing. Remember, too, that good advertising and successful merchandising go hand in hand. The one depends upon the other.

Pyrographic Outfits.

The art of wood burning is very popular, and all indications point to much larger sales in the future. One good reason why sales have been so

numerous is that almost every one can do the work. An amateur possessing talent for painting or drawing soon becomes an expert, natural talents enabling them to produce beautiful effects on wood. The work is a success and pleasure to thousands of people having no artistic ability whatever. Each article of wood is beautifully designed, and the amateur simply follows the lines with the needle, and progresses by shading and burning the background, later adding colors to such designs as require them. The present consumption of pyrographic wood is enormous, and the future will double the present demand, as there are beginners without end. The merchant conducts this department with an eye to profit, and the views and suggestions of Morton E. Dunn, for twenty years buyer for the pyrographic department of the Adams Dry Goods Co. of this city, will be of interest. In a talk with The World he said: "A pyrographic department must have good designs, clean whitewood, and the assortments of articles and designs must be kept up. Every beginner is a growing customer, first selecting a simple article and next a better one, finally buying tabourettes, chairs, tables, shirt-waist boxes, and other large pieces. The pyrographic point or burner question should not be allowed to hinder the sale of wood. Cheerfully exchange or replace all imperfect burners. This difficulty does not often arise, and should be adjusted at once, since the customer must not be discouraged in the work. A manufacturer will place the few imperfect burners (at the end of the season) in good condition at small cost. Pyrography is good twelve months in the year, though the busy season begins about the first of October and lasts until the end of March. January is rather the best month, however, as so many outfits are given as holiday presents, and the recipients being buying wood at once. Salespeople should have some knowledge of the art for purposes of instruction. The sale of wood is aided by the display of a finished model in connection with each lot of designed wood, as it shows how beautiful the pieces will look when finished. Burning on leather has not been taken up very extensively as yet, though the sales have increased the last year."

Stationary and School Supplies.

Stationery and school supplies is a line that can be carried profitably by talking machine dealers, and the demand is a continuous one. Certain standard brands which have been on the market for years sell well at all times. Linen writing paper, writing tablets and pads are good articles to keep in stock in all sizes, as the call for this class of stationery, especially in schools and offices, is steady. White, cream and yellow, ruled and plain, are the popular colors, each to its admirer, and the hustling dealer should be ready to fill all orders.

Artistic Covers.

Manufacturers have realized the importance of attractive covers for school stationery. Children will often walk out of their way to buy a pad whose artistic cover has caught their eye. These goods come in various grades, the largest demand being for the popular-priced lines, selling from a penny up. Address books, appointment books, bill holders, card cases, engagement books, memorandum books, note books, portfolios. Places I Have Visited, photograph cases, stationery cases, shopping and visiting lists, etc., all should be represented, the prices varying from 15 cents to \$5. Inks in all colors should be carried and a large selection of pens. A cheap grade of paint brushes, water colors and crayons, with paper for such uses, are popular, especially with school children. Pencils of all kinds should be on hand, retailing from one to ten cents. School slates with padded edges (single or double) sell well. Slate pencils are about the same, varying

in cover only. Those of wood are rather the better, as they do not break when dropped. Book straps, lunch boxes, etc., are frequently called for, of a new miniature suit case for books, and various small articles being very popular.

Illustrated Postal Cards.

The demand for illustrated postal cards throughout the country has grown almost to a craze, tourists especially buying them in large quantities for remembrances of places visited in their travels; and the dealer will find it a safe investment to lay in a good supply. They can be bought from most any of the large publishing houses, and the supply is so extensive that no matter how small your city may be, it will have its full complement of cards, including everything of interest from the "city hall" to the "town pump." By placing a substantial order the name of the dealer will not only be printed on each card, but the publisher will furnish a revolving rack, which both adds to the attractiveness of the dealer's counter and displays the stock to the best advantage.

Sporting and Outing Goods.

Sporting and outing goods of every description offer golden opportunities to the talking machine dealer, who will devote a little time and study to them. The demand for this class of goods is rapidly increasing, and the trend of the demand is for better grades, which, of course, mean greater profits for the dealer and more satisfaction to the consumer. Just now those who are carrying this class of merchandise are reaping a harvest, and the season promises to be the best ever experienced. The stores in this city are doing an excellent business in this line; in fact, it has been necessary in many instances to increase the selling force. When space is not available to carry a complete line, it will be well to stock only such goods as are in demand in your locality. For instance, if in your neighborhood good fishing can be found, put in a line of fishing tackle; not merely a pole or so, but a complete assortment. If you are located in a summer resort or college town, golf, tennis, baseball and football supplies will prove the best sellers; while in winter an immense business is done in the skate and hockey line. Whether you carry a complete stock or only a small one, make the department conspicuous, create a favorable impression. So when people in your section think of sporting goods they will immediately come to your establishment.

The Cigar Band Plate.

Any addition to a line of popular novelties is always received with delight, and this is especially true of the cigar band plate or tray. When first introduced the dish, including felt for backing, was to be had; then came the silver bands, put up in packages, and oblong trays were added. Now comes the latest addition to the line, consisting of round and square frames, made in various sizes, and in colors of green, brown and black. A photograph or scenic picture is placed in the center of the dish, which is then covered with cigar bands and placed in the frame. The dishes may be placed in the frame in a convex or concave manner—both ways are effective. Dealers will find this novelty a great seller and one well worth their attention.

TALKING MACHINES AND PIANOS USED

(Special to The Talking Machine World.)

Allentown, Pa., July 12, 1906.—The Lehigh Penny Arcade Co. has secured the right for five years for motoscopes and talking machines at Dorney Park. In the former Laughing Gallery they have placed numerous penny devices for the amusement of the public. An electric piano is constantly going. Besides these things there are the postal cards and novelty machines all over the park.

I do all kinds of
Photographic Instrument Repairing.
 Adapters and fittings made, lenses changed in shutters, etc.
 Talking Machines Repaired.
 Expertly and Scientifically Executed.
RICHARD A. STENDICEK,
 Telephone 5855 John. 61 FULTON ST., NEW YORK.

TALKING MACHINE AS ORATOR.

R. L. Lowe Talks to Old Schoolfellows Although 90 Miles Away.

Long-distance oratory was the principal feature at the recent reunion of the Baitin High School Alumni Association in Arcanum Hall, Elizabeth, N. J. R. Lantz Lowe, of the class of 1901, addressed the alumni, gending his words through ninety miles of space. A talking machine delivered the speech, into which Mr. Lowe had spoken a few days before. Those present could mark the characteristic intonations of the voice of the speaker, stationed at Pennsylvania University in Philadelphia.

"I'm glad to be with you," said the phonograph, and then followed a very good speech, which ended with a "Hip! Hip!" that set the audience cheering. The idea of the transported orator was John Laurvik's.

There was a good attendance at the meeting, many classes being represented.

JOINS THE O. K. HOUCK FORCES.

(Special to The Talking Machine World.)
Memphis, Tenn., July 10, 1905.
Mr. Swain, who has recently joined the throng of Memphis boomers, has been for

many years connected with the Victor Talking Machine Co. at their factory. He is thoroughly familiar with the Victor in all its moods and will be a distinct addition to the force that has made the Victor Talking Machine company property in Memphis. He will be identified with the Memphis house of O. K. Houck Piano Co.

Business with the Houck Co. is quite brisk, and F. E. Miles, the manager of the talking machine department, attributes much of his success to aggressive advertising. He has just placed an order for 165 Edison phonographs and 20,000 records for immediate shipment. Business at the Nashville branch is quite brisk. They are organizing a baton club which will be composed of two hundred thousand members.

AN INTERESTING EXPERIENCE.

In Which a Dog and a Talking Machine Play Star Parts.

A correspondent writing to Fry's Magazine gives an illustration of the potency of "his master's voice." He says:

"I recently tried an interesting experiment. Having occasion to be away from home for a few days, I made a somewhat original talking machine record—I began with a long repeated

whistle, such as I am accustomed to trill when calling my fox-terrier, and then interpolated the doggy conversation I use when talking to him; then I added more whistles and finally repeated my every morning invitation: 'Good dog, come and see master off at the station.' Upon the third day of my absence a member of my household after breakfast started the machine, and a perfect pantomime commenced. The dog was asleep on the hearthrug, but directly he heard my familiar whistle he dashed all over the house and garden looking for me. This he continued to do for the remainder of the day. There never was such a puzzled dog; his face, they tell me, was a study. I tried it on the dog myself upon my return, remaining in the same room with him and the talking machine. He awoke with a start, looked at me fixedly for half a minute; then slowly winked the other eye—and coiled himself up to sleep again. He was not to be caught twice."

PREPARING SOME NEW VICTOR STYLES.

(Special to The Talking Machine World.)

Philadelphia, Pa., July 13, 1905.
Business with the Victor Talking Machine Company, of Camden, New Jersey, has been excellent all summer. The firm had been looking forward to a slump during the summer months, but it has not as yet struck them. It seems that the factory in general cannot manufacture the machines fast enough for the demand. They were in hopes of having a large stock of machines on hand by the 1st of August, but from present indications this will not be the case. The same also applies to the record manufacturing department, which, at the present time, is working overtime. This is, indeed, very unusual for this time of the year. The Victor Co. are looking for a very large business this fall.

The Victor Co. are always getting up improvements. The improved Victor, the first machine, also, the Victor Z Machine, list price of which is \$17, will be out some time between the 15th of this month and August 1st. This particular machine has exactly the same motor and cabinet as the Victor the first, the only difference being that the Victor Z has a slight wood arm attachment instead of the tapering arm, and looks somewhat similar to the old Victor royal machine. There is an S-inch turntable. The motor is noiseless and the machine plays several records with one winding.

COLUMBIA MEN IN TOWN.

Last week several of the Columbia Phonograph Co.'s local managers were in New York, and more were expected this week, to talk over several important matters with the head office. The trade believes there is something big to be shortly announced by the Columbia, either a change of selling policy, a new line of goods, or a reduction in price on 10-inch disks. To be sure there is nothing definite on which these surmises are based, but the talk is strong and persistent, as if an inside tip was in the possession of these cocksure prophets. At any rate, the company usually give formal notice of anything that interests the trade, and no exception will be made in this instance, whatever may be on the tapis, although it is authoritatively said that one of the "somethings" will be attractive to jobbers. Walter S. Gray, San Francisco; J. J. Grimsey, Seattle, Wash.; and E. C. Fuhr, St. Louis, Mo., were among the early conferees.

ADDITION TO VICTOR PLANT.

The Victor Talking Machine Co. have awarded a contract to Kaighn & Draper for an additional story to their warehouse in Camden, N. J. The addition will be 62 by 148 feet, of fireproof construction to conform to the present building.

Spratt & Corcoran, the enterprising talking machine dealers of Watertown, N. Y., are building up a splendid business in that lively town. In speaking of their horn in the last month's World, they were incorrectly located in Utica. It should have been Watertown.

The Original--Others Are Imitations

Better than Classroom Instruction

LEARN AT HOME IN SPARE MOMENTS
TO SPEAK

French, German,
Spanish or Italian

You Learn Quickly, Easily, Pleasantly, and at Little Expense

A Marvelous Twentieth Century Achievement, by which the Greatest Lingist of the day will PERSONALLY instruct you. No longer unnecessary memorizing of verbs, declensions, or rules. YOU HEAR the exact pronunciation of each word and phrase thousands of times as you like. It requires but a few minutes practice in your moments to acquire a thorough mastery of conversational FRENCH, GERMAN, SPANISH, or ITALIAN. College professors all over this and other countries, and the press generally, endorse this perfect and natural system of teaching languages.

LANGUAGE PHONE METHOD

Combining Three Great Helpers in One

Some of Its Surprising Features

1. You have the LIVING, SPEAKING VOICE of the professor, who, with ease and purity of utterance, gives you the foreign sounds clearly, distinctly, and correctly.
2. He will speak slowly, syllable by syllable, or rapidly and continuously, just as you wish, and will repeat, twice, ten times, a hundred times, if necessary, until you have mastered the lesson.
3. He will never tire, never become impatient or fretful.

The Ear, the Tongue, the Eye, the Mind, are trained simultaneously, and pleasantly acquire conversational fluency in the language of their choice.

Some of Its Surprising Features

1. You may have ten minutes or ten hours, one lesson or a hundred, all at the same small cost.
2. You may have this oral instruction all to yourself, or you may share it with a whole family or class at the same time.
3. You can even RECITE ALLOUD, following the professor, and compare your own words with the pronunciation of the professor as heard on the phonograph—a wonderful advantage and the bestest point can quickly and

DEPARTMENT OF ENGLISH
Princeton University

May 1905, 1905.
The International College of Languages, New York, N. Y.
Gentlemen:—I have listened to a demonstration of the Language Phone Method in German, Italian and Spanish with great interest.

In German, with which I am most familiar, I feel free to say that the pronunciation was clear, sharply defined and correct. I should judge that the advantage of this nature would be of great advantage to a student desirous of acquiring in correct pronunciation of German.
Yours very truly,
T. M. PARROTT,
Professor of English Language and Literature.

UNIVERSITY OF PENNSYLVANIA
Department of Philosophy

Romance Languages and Literature
Philadelphia, May 28, 1905.
The International College of Languages—New York, N. Y.
Gentlemen:—I was astonished by the remarkable clearness and accuracy with which your Language Phone reproduces the sounds of the human voice.

I have heard only the French records, but they are admirable and facilitate immensely the acquisition of a good pronunciation, which has always been one of the greater difficulties in the learning of languages. I can heartily recommend it.
Yours very truly,
HUGO A. BENNETT, Ph.D.,
Professor of Romance Languages and Literature.

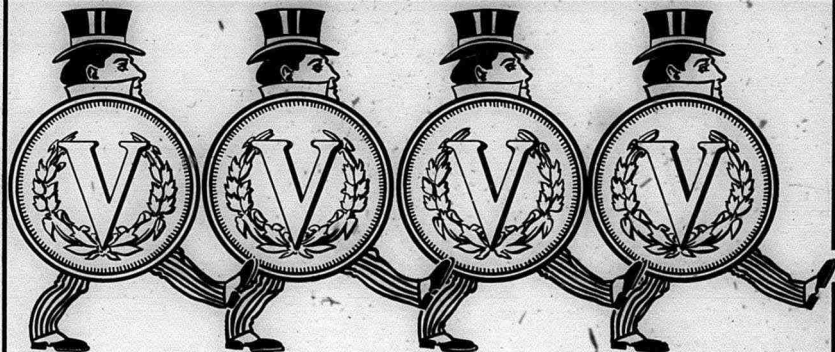
CORNELL UNIVERSITY

Ithaca, N. Y., May 2, 1905.
Gentlemen:—For some weeks I have been using your Language Phone Method as a learner. At first I was not disposed to believe the claims seriously, but now I have an enthusiastic conviction that I had at first supposed to be serious defects of pronunciation which I had at first supposed to be serious defects of pronunciation which I had at first supposed to be serious defects of pronunciation.

The points you claim in favor of the "phone" method as a means of acquisition of reputation at will, the association of ear and eye in studying the same, the training in recognition of rapidly changing intonations, and the opportunity of testing and correcting one's efforts at pronunciation are all well founded. My own experience have convinced me that for the individual learner your method is deserving of the highest praise. I believe that the phone could be advantageously used in all schools.
Yours truly,
CHAS. DeGARMO, Ph. D.

Information concerning this most useful, helpful, and interesting educational proposition will be forwarded on request. It may be of value to you and others in whose success you are interested.

INTERNATIONAL LANGUAGE PHONE METHOD
1169 Metropolis Building, Broadway and 16th St., New York City.



The Nimble Nickel—Real Cash

☐ The same amount of energy and talk will sell a Peerless nickel-in-slot Piano as quickly as a large Talking Machine, but we can tell you how much more **Big Money** you can make with the **Peerless Nickel-in-Slot Piano**.

This is a first-class upright piano and can always be played by hand in the usual way.

Peerless Electric Pneumatic Piano

WITH COIN SLOT BOX AND ENDLESS MUSIC ROLL

SPECIFICATIONS

Height, 4 ft. 9 in.	Width, 5 ft. 3 3/4 in.	Double Dampers, Nickel-Plated Pedal Guard.
Depth, 2 ft. 2 1/2 in.	Roth & Engelhardt Action.	Nickel-Plated Pressure Bar.
7 1/2 Octave.	Ivory Keys.	Rich Design of Case. Boston Fall, Etc.
Full Iron Frame (Coverings Wrest Plank.)	Three Veneers on Wrest Plank.	Beautiful Carved Trusses.
Three Strings to Base. Imported Hammer Felt.	Nickel Action Brackets.	Handsome Design.
German Silver Action Rail.		Full Duet Front. Glass Panel.
		German-Silver Continuous Hinges.
		The Harmonic Third, or Middle Pedal.
		Case Double Veneered.



STYLE D—Mahogany, Walnut or Oak

The Peerless Automatic Piano

SIZE
2 ft. 10 inches wide
1 ft. 11 inches deep
and about 5 ft. high

Complete with
Mandolin Effect
and
Guitar Device



STYLE 44

ROTH & ENGELHARDT

Proprietors Peerless Piano Player Co.

Windsor Arcade, Fifth Avenue, New York

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